NEWS RELEASE

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Associated Banc-Corp to Host Annual Meeting of Shareholders

GREEN BAY, Wis. – March 24, 2008 – Associated Banc-Corp (NASDAQ: ASBC) will host its annual meeting of shareholders at 11 a.m. CDT Wednesday, April 23, 2008, at the Milwaukee Art Museum, 700 North Art Museum, Milwaukee. The annual meeting will be preceded by an economic update presented by Associated Wealth Management at 10 a.m. The doors will open at 9 a.m. Refreshments will be served.

Associated Banc-Corp will also provide a free Webcast of its annual meeting. Featuring audio of remarks by Associated Chairman and Chief Executive Officer Paul Beideman and accompanying PowerPoint slides, the Webcast can be accessed through Associated's Web site at www.associatedbank.com by clicking on "About Us," then on "Investor Relations" and following the link under the "Presentations" area of the investor relations site. Visitors should go to the Web site a few minutes before the 11 a.m. start time to register.

Associated Banc-Corp, headquartered in Green Bay, Wis., is a diversified bank holding company with total assets of $22 billion. Associated has approximately 300 banking offices serving more than 180 communities in Wisconsin, Illinois, and Minnesota. The company offers a full range of traditional banking services and a variety of other financial products and services. More information about Associated Banc-Corp is available at www.associatedbank.com.

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