



NEWS RELEASE

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Lisa Binder Named One of the Nation's 25 Most Powerful Women in Banking

Milwaukee, Wis. – September 30, 2008 – Associated Banc-Corp (NASDAQ: ASBC) announced today that President and COO Lisa Binder has been named one of the 25 most powerful women in banking by U.S. Banker magazine. This year, the magazine considered the performance of nearly 5,000 executives from across the country before compiling its 6th annual ranking of the most influential women in banking.

“We congratulate Lisa on this well deserved recognition,” said Paul Beideman, Chairman and CEO of Associated Banc-Corp. “Lisa has the leadership style, decision making skills, and management acumen we need to take our organization to the next level. Throughout her career, she has remained focused on her customers, colleagues, and the community. We are very fortunate to have Lisa at Associated.”

Binder joined Associated Banc-Corp as President and Chief Operating Officer in January 2007. Previously, she held the position of Group Executive Vice President and Director of Retail and Business Banking for the Mid-Atlantic and Midwest Regions of Citizens Financial Group, a \$164 billion commercial bank holding company. Other previous experience includes various senior executive positions at Citizens and Mellon Financial, including responsibility for business banking, commercial banking and retail banking, and related operations and support areas.

“I am honored to be included on this list of outstanding women in banking and equally as pleased to be at Associated,” said Binder. “We have a tremendous foundation at Associated upon which we will continue to build. I want to thank my colleagues at Associated and those in the banking industry who have provided their support and guidance along the way.”

Based in Milwaukee, Binder oversees Associated Banc-Corp's various lines of business, including retail, commercial and corporate banking, corporate real estate, wealth management, and insurance services. She also oversees the bank's IT systems, marketing and communications functions, and operations.

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U.S. Banker's 25 Most Powerful Women in Banking ranking is considered to be an unparalleled indicator of outstanding achievement and influence among women executives in the financial services industry. Binder will be formally recognized at an award ceremony in October.

Associated Bank is part of Associated Banc-Corp, headquartered in Green Bay, Wis., a diversified bank holding company with total assets of \$22 billion. Associated has more than 300 banking offices serving approximately 180 communities in Wisconsin, Minnesota and Illinois. Associated 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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