



NEWS RELEASE

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Hickey named Executive Vice President, Chief Credit Officer for Associated Banc-Corp

Green Bay, Wis. – November 11, 2008 – Associated Banc-Corp (NASDAQ: ASBC) announced today that Scott S. Hickey has joined Associated as Executive Vice President, Chief Credit Officer. He will assume overall executive responsibility for the leadership and strategic execution of the company's credit policy, reserve methodology, underwriting standards, loan quality, and overall credit administration. Hickey will also serve as a member of Associated's Executive Committee.

"Scott brings a wealth of experience and knowledge to our already strong credit team," said Paul Beideman, Chairman and CEO of Associated Banc-Corp. "He is a seasoned manager who will strengthen our management team and enhance our ability to execute on our business strategy."

Hickey brings more than 30 years of banking experience to Associated, with a primary focus on the credit function. He spent 23 years with US Bank (formerly Firststar Corporation) in a number of increasingly responsible leadership roles in credit administration including Chief Credit Officer for Firststar Bank, Illinois and Firststar Bank, Minnesota. Most recently, he held the position of Executive Vice President – Wholesale Credit for US Bank, where he was responsible for all credit approval and portfolio risk functions for the bank's wholesale portfolio.

"I am pleased to be a part of this quality organization," said Hickey. "I look forward to working with Associated leadership and the credit team as we build on the discipline and strategies that have been so successful for the company."

Hickey holds a bachelor's degree from Indiana University. He will be based in Milwaukee with Associated's credit operations team.

About Associated Banc-Corp

Headquartered in Green Bay, Wis., Associated Banc-Corp is a diversified bank holding company with total assets of \$22 billion. Associated Bank 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.