

MEMORANDUM

To: All Option Members, Member Organizations and ROTs
 From: Market Watch
 Date: July 9, 2007
 Re: **New Options Listing: Associated Banc-Corp (QVS/ASBC)**

The Philadelphia Stock Exchange (PHLX) will begin trading options on Associated Banc-Corp (QVS/ASBC) effective Tuesday, July 10, 2007.

Specialist Unit: LaBranche Structured Prod. LLC
Position/Exercise Limit: 75,000 contracts
Expiration Cycle: March
Option Symbol & Cusip No.: QVS: 045 487 105

Associated Banc-Corp (QVS/ASBC)
 (Beginning 7/10/2007)

| | | | Calls | Puts | | | | Calls | Puts |
|-----|-----|----|-------|------|-----|-----|----|-------|------|
| QVS | JUL | 25 | GE | SE | QVS | AUG | 30 | HF | TF |
| QVS | JUL | 30 | GF | SF | QVS | AUG | 35 | HG | TG |
| QVS | JUL | 35 | GG | SG | QVS | AUG | 40 | HH | TH |
| QVS | SEP | 30 | IF | UF | QVS | DEC | 30 | LF | XF |
| QVS | SEP | 35 | IG | UG | QVS | DEC | 35 | LG | XG |
| QVS | SEP | 40 | IH | UH | QVS | DEC | 40 | LH | XH |

Questions regarding this release may be directed to Market Watch at 1-800-THE-PHLX, choice #2 or (215) 496-1508.