



NEWS RELEASE

10,000 Ameriprise Financial Volunteers Work to Feed Hungry Families at Nonprofits across the Country

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Coast-to-coast volunteer effort organized each fall to provide meals to those in need during the holiday season; Firm also offering dollar-for-dollar charitable match to Feeding America®

MINNEAPOLIS--(BUSINESS WIRE)-- For the fourth year in a row, Ameriprise Financial (NYSE:AMP) is bringing together thousands of volunteers at food banks across the country to help make Thanksgiving better for families in need. On Nov. 15, more than 10,000 Ameriprise financial advisors, employees and clients will spend the day at 394 hunger-relief facilities in all 50 states, sorting food donations and packaging meals to help meet the increased demand for hunger-relief services during the holiday season.

Ameriprise organizes this annual day of service each fall to help the one in six Americans, including 16 million children, who struggle with hunger. Since its launch in 2010, the event has grown to become the largest volunteer day held in partnership with Feeding America, the nation's leading anti-hunger organization.

"Hunger is a silent crisis for the 49 million Americans who struggle with it every day," said Brian Pietsch, head of community relations at Ameriprise. "It's a grave reality for people in communities across the country, many of whom never expected they would need help feeding themselves or their families. We are passionate in our support of nonprofits that provide relief to these individuals. It's moving to see the impact we're able to make by bringing together our advisors, employees and clients to help feed those in need."

Ameriprise also is encouraging its employees, advisors, clients and the general public to make a contribution to help fight hunger in the U.S. by donating to Feeding America, at supportfeedingamerica.org/Ameriprise. Through

Nov. 30, the company will match donations dollar-for-dollar up to \$500,000. Each dollar raised during the Feeding America Matching Challenge provides 16 meals to hungry families during the holiday season.

“We are proud to stand shoulder-to-shoulder with the incredible network of Ameriprise volunteers as we work together to help those in need this holiday season,” said Bob Aiken, CEO of Feeding America. “Their commitment to hunger relief can be seen at food banks across the country with more than just words, but action. Their efforts, combined with proceeds from the Ameriprise Financial Challenge, will help provide thousands of meals for our neighbors, friends and others in our communities who are at risk of hunger.”

In 2009, Ameriprise Financial began a charitable partnership with Feeding America with the goal to help meet an increased demand on food banks and work toward finding long-term solutions to domestic hunger. Through the efforts of its advisors, employees, retirees and clients, the company has provided more than 30 million meals and volunteered approximately 100,000 hours to help feed hungry Americans.

About Feeding America

Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, Feeding America network members supply food to more than 37 million Americans each year, including 14 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 61,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country, visit <http://www.feedingamerica.org>. Find Feeding America on Facebook at [facebook.com/FeedingAmerica](https://www.facebook.com/FeedingAmerica) or on Twitter at twitter.com/FeedingAmerica.

About Ameriprise Financial Community Relations

Ameriprise Financial is dedicated to the communities it serves, and is committed to helping improve the lives of individuals and building strong communities. Through grantmaking, volunteerism and employee and advisor gift-matching programs, the company supports over 5,000 nonprofits across the country.

About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for over 115 years. With a network of 10,000 financial advisors and outstanding asset management, advisory and insurance capabilities, we have the strength and expertise to serve the full range of consumer financial needs. For more information, or to find an Ameriprise financial advisor, visit ameriprise.com.

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