



NEWS RELEASE

12,000 Ameriprise Financial Volunteers Turn Out at Nonprofits Across the Country to Help Fight Hunger on Nov. 14

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Massive volunteer effort will provide more than 1 million meals for families in need ahead of the holidays

MINNEAPOLIS--(BUSINESS WIRE)-- For the fifth year in a row, a surge of volunteers from Ameriprise Financial (NYSE:AMP) will turn out at food banks, warehouses and kitchens all over the U.S. to package and prepare meals for families in need. Beginning at 9:00 a.m. EST tomorrow, Friday, Nov. 14, nonprofits across all 50 states will open their doors to Ameriprise employees, advisors and clients who will roll up their sleeves and get to work at more than 500 events. By the end of the day, the company expects to easily exceed its goal of assembling more than 1 million meals for people in communities from coast to coast.

The events are organized by Ameriprise each fall before Thanksgiving to help serve the 49 million Americans struggling with hunger. Since its inception in 2010, it has become the largest volunteer event hosted in partnership with Feeding America®, the nation's largest domestic hunger-relief organization. For the first time this year, the effort has expanded overseas to include nonprofits in the United Kingdom.

"The holidays are supposed to be a time of cheer, but for anyone already struggling to put food on the table, it can also be a period of increased stress," said Brian Pietsch, head of community relations at Ameriprise. "By mobilizing our volunteers on such a huge scale, we've found a way to make the season a bit easier for a lot of people. There's a sense of joyfulness that surrounds the day because we know we're helping in a meaningful way."

Ameriprise Financial is further encouraging people to get involved by providing a challenge match to double the impact of donations to Feeding America up to \$500,000 through Thanksgiving. Every dollar donated to Feeding America through the Ameriprise Financial Challenge can help secure and distribute 20 meals to families in need across the U.S. People can join this effort by visiting supportfeedingamerica.org/Ameriprise.

“Every year, when Ameriprise volunteers arrive on site, you know they mean business,” said Bob Aiken, CEO of Feeding America. “We’re continually impressed by their energy and passion for helping others. To see 12,000 volunteers band together on such a simple yet crucial goal – to help feed those facing hunger – is truly incredible.”

In 2009, Ameriprise Financial began a charitable partnership with Feeding America 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 and clients, the company has provided more than 35 million meals and volunteered approximately 120,000 hours to Feeding America and other organizations to help feed hungry Americans.

About Feeding America

Feeding America is a nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, they provide food to more than 46 million people through 60,000 food pantries and meal programs in communities across America. Feeding America also supports programs that improve food security among the people they serve, educates the public about the problem of hunger and advocates for legislation that protects people from going hungry. Visit <http://www.feedingamerica.org/>.

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 more than 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 120 years. With a network of 10,000 financial advisors and extensive 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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