



NEWS RELEASE

Advisor Joins Ameriprise Financial With \$110 Million In Assets for Financial Planning Culture and Growth Opportunities

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MINNEAPOLIS--(BUSINESS WIRE)-- Financial advisor **Mike Felton, CFP®**, recently joined the branch channel of Ameriprise Financial, Inc. (NYSE: AMP) from Merrill Lynch with \$110 million in client assets. The 20-year industry veteran, located in Charleston, S.C., was looking to gain greater control over his practice and wanted to align with a firm that prioritizes comprehensive financial planning and advisor support.

Felton was drawn to Ameriprise for its unwavering commitment to financial planning, integrated support model, and advanced technology platform that enhances advisor efficiency and elevates the client experience.

"Ameriprise's planning-first culture is a perfect fit for how I serve my clients," said Felton. "The firm backs its advisors with powerful investments in technology, training and expert teams to fuel long-term growth and deliver an exceptional experience to clients."

Felton sees Ameriprise as a partner that not only supports his business goals but also enables deeper, more impactful client relationships.

"I'm energized by the ability to deliver more meaningful conversations and outcomes for my clients through comprehensive financial planning," he added. "Ameriprise gives me freedom to shape my practice around what matters most to me, and provides the infrastructure, tools and support to take it to the next level."

Felton is supported locally by Ameriprise Complex Director **Jamie O'Brien** and Ameriprise Regional Vice President

Michael Rearden.

Ameriprise has continued to attract experienced, productive financial advisors, with more than 400 advisors moving their practices to Ameriprise in 2023 and approximately 1,700 joining the firm in the last 5 years.¹ To find out why experienced financial advisors are joining Ameriprise, visit ameriprise.com/why.

About the Ameriprise Ultimate Advisor Partnership

The Ameriprise **Ultimate Advisor Partnership** offers a differentiated experience for advisors that helps them accelerate growth while delivering an excellent client experience. Combined with the company's culture of support and independence, the Ultimate Advisor Partnership enables advisors to scale their businesses, deepen client relationships and drive referrals for future growth.

About Ameriprise Financial

At **Ameriprise Financial**, we have been helping people feel more confident about their financial future for 130 years. With extensive investment advice, asset management and insurance capabilities and a nationwide network of approximately 10,000 financial advisors², we have the strength and expertise to serve the full range of individual and institutional investors' financial needs.

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¹ Ameriprise Financial 2023 10-K.

² Ameriprise Financial Q1 2024 Earnings Release.

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