



NEWS RELEASE

Ameriprise Financial Announces Shareholder Odd-lot Buy/Sell Program

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MINNEAPOLIS--(BUSINESS WIRE)--

Ameriprise Financial, Inc. (NYSE:AMP), today announced a program to provide shareholders owning fewer than 100 shares of its common stock with an opportunity to sell all of their shares or purchase additional shares to increase their holdings to 100 shares.

The voluntary program recognizes the inconvenience or potential costs that can deter shareholders from purchasing or selling fewer than 100 shares. The program also provides Ameriprise Financial with the potential to reduce shareholder servicing and administrative costs.

Participants will pay or receive a weighted average price based upon shares traded on behalf of participants in the program. The respective shares will be traded in the open market through a designated broker. Participating shareholders will pay a \$2.00 per-share processing fee up to a maximum of \$40 per account.

Detailed program information is being mailed today to eligible shareholders. Questions about the program can be directed to Georgeson Inc., the program manager, toll free at 1-866-546-5789 or

www.oddlotprogram.com/Ameriprise.

Ameriprise Financial, Inc. is a leading financial planning and services company with more than 12,000 financial advisors and registered representatives that provides solutions for clients' asset accumulation, income management and insurance protection needs. The Company's financial advisors deliver tailored solutions to clients

through a comprehensive and personalized financial planning approach built on a long-term relationship with a knowledgeable advisor. The Company specializes in meeting the retirement-related financial needs of the mass affluent. Financial advisory services and investments are available through Ameriprise Financial Services, Inc. Member NASD and SIPC. For more information, visit ameriprise.com.

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