



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 \$2.25 per-share processing fee up to a maximum of \$50.00 per account.

Eligible shareholders will soon receive program information via mail from Georgeson Inc., the program manager. Shareholders with questions about the program should contact Georgeson toll free at 1-866-546-5789. Shareholders can also access information online at www.oddlotprogram.com/ameriprise.

Ameriprise Financial, Inc. is a diversified financial services company serving the comprehensive financial planning needs of the mass affluent and affluent. For more information visit ameriprise.com.

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