



NEWS RELEASE

Ameriprise Financial Continues its Support of Memorial Blood Centers to Expand Life-saving Efforts Throughout the Metro

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ST. PAUL, Minn., March 6, 2012 /PRNewswire-USNewswire/ -- Memorial Blood Centers (MBC), Minnesota's oldest and largest nonprofit community blood center, today announced the receipt of a \$5,000 grant from Ameriprise Financial, Inc. (NYSE: AMP) that will be used to benefit patients served by Metro area hospitals.

"For the third consecutive year, Ameriprise Financial has again demonstrated its confidence in Memorial Blood Centers and its support for our mission to help save lives through blood donation," Larry Silber, Memorial Blood Centers' Development and Community Relations Officer said. "Thanks to this generous 2012 award, we now will be able to implement new and innovative communication strategies with blood drive sponsors and individual donors throughout the 11-county Metro area. We aim to increase the visibility of our blood drives among both current and potential new donors, generate awareness of the need for blood donations, and engage more members of the community in becoming regular blood donors. And to achieve those goals as efficiently and effectively as possible, we will be maximizing the use of technology and relying heavily on social media to reach new audiences and expand our life-saving work."

As a community resource, MBC relies on the generosity of individuals and organizations to help fulfill its mission. Blood is a basic need for life. And because blood cannot be synthetically made, only volunteer blood donors can help ensure a readily available supply to meet the needs of over 30 area hospital partners and the patients in need.

Ameriprise Financial has been a trusted MBC partner for over 40 years. Annually co-sponsoring 12 blood drives, members of the Blood Drive Committee routinely invite new hires to participate in the company's "culture of giving"

and actively encourage all employees to take time out of their workday to donate. Ameriprise Financial consistently ranks among MBC's Top 20 blood drive sponsors, with yearly blood donations averaging 800 units.

About Memorial Blood Centers

Memorial Blood Centers has been saving lives for over 60 years as an independent nonprofit supplying life-saving blood to area hospitals and other partners throughout the U.S. Operating 11 donor centers and conducting hundreds of blood drives each month, Memorial Blood Centers also provides comprehensive testing and expert technical services as a national leader in transfusion medicine. www.MBC.org.

All eligible blood donors are encouraged to give generously. To make an appointment, call 1-888-GIVE-BLD or register online at www.MBC.org.

About Ameriprise Financial

Ameriprise Financial, Inc. (NYSE: AMP) is one of the leading diversified financial services companies in the U.S., committed to giving back by supporting organizations whose shared goal is to improve the lives of individuals from all walks of life. www.ameriprise.com

SOURCE Memorial Blood Centers