



NEWS RELEASE

## Ameriprise Financial Earns Top Marks on 2010 Corporate Equality Index

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Top rating on the Human Rights Campaign Foundation's annual index underscores firm's commitment to LGBT equality

MINNEAPOLIS--(BUSINESS WIRE)-- **Ameriprise Financial, Inc.** (NYSE: AMP) has earned the top rating of 100 percent on the 2010 Corporate Equality Index (CEI), an annual survey administered by the Human Rights Campaign Foundation. The company joins 304 other major U.S. businesses that received top marks for their treatment of lesbian, gay, bisexual and transgender (LGBT) employees and consumers.

"Ameriprise Financial is proud to be recognized with a perfect score on the HRC's Corporate Equality Index for the fourth consecutive year," said Jason Buss, vice president of talent acquisition and diversity at Ameriprise Financial. "Providing an inclusive environment isn't just the right thing to do, it also makes business sense. The unique identities and perspectives that our employees bring to the workplace enrich our corporate culture and help us meet the changing needs of our clients."

The CEI rated 590 businesses in total, evaluating LGBT-related policies and practices including non-discrimination policies, transgender health benefits and domestic partner benefits. Ameriprise Financial earned the prestigious 100 percent ranking for ensuring LGBT equality in each of the survey's main criterion.

For more information on the 2010 Corporate Equality Index, or to download a free copy of the report, visit [hrc.org/cei](http://hrc.org/cei).

## About Ameriprise Financial

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](http://ameriprise.com).

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