



NEWS RELEASE

Ameriprise Financial Helps Bring 11 Million Meals to Families in Need

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Company matching public donations to Feeding America[®] now through Thanksgiving

MINNEAPOLIS--(BUSINESS WIRE)-- In support of the 42 million Americans who struggle with hunger, Ameriprise Financial, Inc. is once again doubling the impact of donations to Feeding America[®] now through Thanksgiving.* Every dollar donated through the Ameriprise Financial Challenge (up to \$500,000) will provide 22 meals to families in need, twice the amount of a standard donation. Participation is easy – simply visit: supportfeedingamerica.org/Ameriprise to give online.

“Far too many Americans don’t have access to the food they need,” said Brian Pietsch, head of community relations at Ameriprise Financial. “The simplest day-to-day tasks can feel impossible when you lack sustenance and proper nutrition. Through the Ameriprise Challenge, people can make their donations go further and help even more families and individuals who face hunger.”

Since establishing a partnership with Feeding America in 2009, Ameriprise advisors, employees, and clients have provided more than 64 million meals and have volunteered more than 210,000 hours to support hunger-relief organizations nationwide. The Ameriprise Financial Challenge was established in 2010 to encourage additional donations to Feeding America. In total, the campaign has provided more than 100 million meals to American families.**

“Most of us don’t have to worry about whether or not we’ll be able to put food on the table. Unfortunately, that’s not the case for one in eight people who struggle with hunger in this country,” said Matt Knott, president of Feeding

America. "Through support from partners like Ameriprise, we're bringing greater awareness to this very real issue, which reaches every community in America. Our hope is that as people learn more about hunger, they choose to take action and make a difference for children, families and older Americans facing hunger. We encourage everyone to donate, advocate, and volunteer to help end hunger today."

About Feeding America

Feeding America is the nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, we provide food to more than 46 million people through 60,000 food pantries and meal programs in communities across America. Feeding America also supports programs that improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit www.feedingamerica.org, find us on **Facebook** or follow us on **Twitter**.

About Ameriprise Financial Community Relations

Ameriprise Financial is dedicated to utilizing the firm's resources and talents to improve the lives of individuals and build strong communities. Through grants, volunteerism and employee and advisor gift matching programs, the company supports a diverse group of over 6,500 nonprofits across the country. Last year, our employees contributed more than 80,000 volunteer hours to nonprofits nationwide.

About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for more than 120 years. With a network of 10,000 financial advisors and extensive asset management, advisory and insurance capabilities, we have the strength and expertise to serve the full range of consumer financial needs. For more information, or to find an Ameriprise financial advisor, visit ameriprise.com.

*About the Match: Ameriprise Financial has committed \$500,000 to Feeding America. This amount will be used to double the impact of gifts received between now and Thanksgiving. Gifts received after the campaign or in excess of this amount will not be matched but will still help provide food for those in need.

**Currently, \$1 helps provide 11 meals secured by Feeding America on behalf of local member food banks. Historical meal equivalencies vary and are updated each year.

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