



NEWS RELEASE

Ameriprise Financial Hosts Nationwide Effort to Help Feed Families in Need; 10,000 Volunteers to Participate on Nov. 13

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Volunteer effort will provide more than 1 million meals ahead of the holiday season

MINNEAPOLIS--(BUSINESS WIRE)-- For the sixth year in a row, a surge of more than 10,000 volunteers from Ameriprise Financial (NYSE:AMP) will arrive at warehouses, assembly lines and kitchens across the country to sort food donations and prepare meals – all to help families facing hunger. Tomorrow morning, Friday, Nov. 13, more than 500 events will take place coast to coast with Ameriprise employees, advisors and clients putting all of their energy into helping the more than 48 million Americans struggling with hunger. Through this massive volunteer effort, the company expects to help provide more than 1 million meals for people in communities nationwide.

Ameriprise organizes the company-wide “National Days of Service” biannually to help the one in seven Americans who may not know where their next meal is coming from. Since its inception in 2010, it has become the largest volunteer event hosted in partnership with Feeding America®, the nation’s largest domestic hunger-relief organization. The company’s efforts also include employees in the United Kingdom who will volunteer at nonprofits overseas.

“Many who don’t have enough to eat struggle with the pain of hunger every day and it’s especially difficult to face right before the holidays,” said Brian Pietsch, head of community relations at Ameriprise. “By rallying our nationwide network of advisors, employees and clients behind this one important cause, we aim to make this time brighter for families in need.”

Ameriprise Financial encourages the public to join the effort to solve hunger

Now through Thanksgiving, the company is offering a challenge match of up to \$500,000 to Feeding America. Every dollar donated to Feeding America when combined with the generosity from Ameriprise can help secure and distribute 22 meals to hungry families across the U.S. People can join this effort by visiting supportfeedingamerica.org/Ameriprise.

“We are proud to stand with the incredible network of Ameriprise volunteers as we work together to help those in need this holiday season,” said Leah Ray, senior vice president of development at Feeding America. “Their commitment to hunger-relief can be seen at food banks across the country not only with words, but action. Their efforts will help provide thousands of meals for our community members struggling with hunger.”

In 2009, Ameriprise Financial began a charitable partnership with Feeding America to help address an increased demand on food banks and support finding long-term solutions to domestic hunger. Through the efforts of its advisors, employees and clients, the company has provided more than 40 million meals and volunteered approximately 130,000 hours to help Feeding America and other organizations feed hungry Americans.

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 grantmaking, volunteerism and employee and advisor gift matching programs, the company supports a diverse group of over 6,000 nonprofits across the country. In 2014, Ameriprise Financial and its employees and advisors gave \$12 million and logged 66,000 volunteer hours at nonprofits. Additionally, the company’s support provided the equivalent of 10 million meals to feed families struggling with hunger.

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.

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