NEWS RELEASE

Ameriprise Financial Introduces The Dream Book(SM) - Where Life and Retirement Planning Intersect; Unique Financial Planning Guide Helps Turn Retirement Dreams into Retirement Goals

2006-05-16

MINNEAPOLIS--(BUSINESS WIRE)--May 16, 2006--Ameriprise Financial, Inc. (NYSE:AMP) today announced the release of the Dream Book(SM), a new retirement planning tool unlike any other. It goes beyond the numbers by balancing the financial and emotional aspects of retirement planning. The Dream Book leads people through the process of writing down their goals and dreams so they can clearly envision plans for their future retirement.

Originally developed as a discussion tool for Ameriprise Financial advisors and their clients, the Dream Book has evolved into an essential part of the company's financial planning process. Using the Dream Book in one-on-one client meetings not only encourages rich discussions about retirement, it also helps clients determine their long-term financial planning objectives and identify a plan to achieve these goals.

"For too long, retirement planning has been solely about crunching the numbers - how much people need to save, and when and how these amounts should be distributed," says Craig Brimhall, vice president of Retirement Wealth Strategies for Ameriprise Financial. "That's still important, but it's not enough. The baby boom generation is looking beyond the money to what kind of life they want in retirement and they need help realizing that dream."

First introduced to Ameriprise Financial advisors in the fall of 2005, the Dream Book guide incorporates findings of the groundbreaking New Retirement Mindscape(SM), the first study to map the emotional journey leading up to and into retirement. Early research associated with the New Retirement Mindscape identified an unmet consumer

need for a planning tool that could help people articulate their vision for an emotionally-fulfilling retirement.

"Ameriprise Financial is dedicated to a one-to-one approach for personal financial planning and the wisdom of that approach is being validated by the success and popularity of the Dream Book- both with advisors and clients," said Kim Sharan, executive vice president and chief marketing and communications officer of Ameriprise Financial. "The results are amazing. Every day we hear stories from advisors about how working through the Dream Book has helped clients identify specific goals that weren't formerly discussed, from helping to adopt grandchildren to realizing a post-retirement dream of working at a professional baseball stadium."

The following are examples of some of the questions posed in the Dream Book-

-- Do you have a passion in life? What is it?

-- If you could do anything you want, time and money aside, what would it be?

-- If you only had five years left to live, how would you spend those years?

> -- Who do you want to spend more time with?
>
> -- How do you want to make your lasting mark?

"Defining your dreams is the first step toward making them a reality," added Brimhall.

The Dream Book is available through the personal advisors of Ameriprise Financial or by request through the Ameriprise Financial web site. For a copy of the Dream Book or to find an Ameriprise Financial advisor in your area, visit ameriprise.com, or call 1-800-AMERIPRISE.

About the New Retirement Mindscape

Demonstrating leadership in understanding, planning and preparing for retirement, Ameriprise Financial recently conducted a groundbreaking study, the New Retirement Mindscape. The study is the first of its kind to assess and identify the attitudes, emotions, behaviors, concerns and aspirations of people leading up to and in retirement. The New Retirement Mindscape, which identified five distinct emotional stages of retirement, is an emotional roadmap that goes beyond the numbers to help people anticipate, manage and enhance their own retirement experience.

About Ameriprise Financial

Ameriprise Financial, Inc. is a leading financial planning and services company with more than 12,000 financial advisors and registered representatives that provides solutions for clients' asset accumulation, income management and insurance protection needs. The company's financial advisors deliver tailored solutions to clients through a comprehensive and personalized financial planning approach built on a long-term relationship with a knowledgeable advisor. The company specializes in meeting the retirement-related financial needs of the mass affluent. Financial advisory services and investments are available through Ameriprise Financial Services, Inc. Member NASD and SIPC. For more information, visit ameriprise.com.

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SOURCE: Ameriprise Financial, Inc.