NEWS RELEASE

# Ameriprise Financial Joins The Conservation Fund in Protecting Coastal Wetlands Outside New Orleans

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MINNEAPOLIS--(BUSINESS WIRE)--

Ameriprise Financial today announced a $200,000 grant to The Conservation Fund, designated to help protect more than 7,200 acres of cypress and tupelo wetlands in Louisiana. Located near the northwest shore of Lake Pontchartrain, this diverse waterfowl and shorebird habitat, adjacent to Joyce Wildlife Management Area, plays an important role in filtering runoff and absorbing floodwaters, making its preservation vital.

"This grant provides the final piece of funding needed for a landmark conservation deal, which we expect to be completed this year," said Ray Herndon, The Conservation Fund's director of the lower Mississippi region. "We are thrilled to be one step closer to safeguarding this beautiful, natural storm surge buffer to portions of the greater New Orleans area."

Robert Barham, secretary of Louisiana'sDepartment of Wildlife and Fisheries, added, "The conservation and restoration of our state's coastal wetlands, like those found around Lake Pontchartrain, are of the utmost importance. The support of organizations like Ameriprise Financial and The Conservation Fund plays a critical role in ensuring that these vital resources are protected for generations to come."

With its grant to The Conservation Fund, Ameriprise Financial is also recognizing clients who are supporting environmental awareness by selecting paperless delivery of financial documents. This new account feature is part an ongoing company initiative to reduce paper usage. Reductions in client mailings made during 2007 saved over 1,200 tons of paper, or the equivalent of approximately 20,000(1) trees.

"Through our support of The Conservation Fund - a truly world class organization - we hope to multiply the positive effect of paperless delivery on the environment," said Brian Pietsch, head of community relations at Ameriprise Financial. "This new account feature enables our clients to join us in our effort to reduce paper usage and conserve natural resources, while also enhancing their online experience."

Clients are encouraged to sign up for paperless delivery through their personal My Financial Accounts webpage, or contact their financial advisor to discuss this new feature. Additional information is available at ameriprise.com/paperless.

About The Conservation Fund

The Conservation Fund is the nation's foremost environmental nonprofit dedicated to protecting America's land and water legacy for current and future generations. Seeking innovative conservation solutions for the 21st century, the Fund works to integrate economic and environmental goals. Since its founding in 1985, the Fund has helped its partners safeguard wildlife habitat, working landscapes, community "greenspace" and historic sites totaling more than 6 million acres. With 1% fundraising costs and 97% program allocation, The Conservation Fund is recognized as the nation's top-rated environmental nonprofit by both the American Institute of Philanthropy and Charity Navigator.

About Ameriprise Financial Community Relations

Ameriprise Financial is dedicated to using the firm's resources, talents and volunteer time 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 5,000 nonprofits across the country. Additional information on the company and its Community Relations initiatives can be found at ameriprise.com.

About Ameriprise Financial

Ameriprise Financial, Inc., is a leading financial planning and services company with approximately 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 and affluent. Financial planning services and investments are available through Ameriprise Financial Services, Inc., Member FINRA and SIPC. For more information, visit ameriprise.com.

(1) Conversion based on calculation tool provided at conservatree.com.

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