



NEWS RELEASE

## Ameriprise Financial Launches New Ad Campaign That Commends Americans' Shared Values of Hard Work and Financial Responsibility

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Ads evolve from the 2011 campaign message and feature Academy Award winner Tommy Lee Jones

MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial (NYSE: AMP) has announced its new advertising campaign scheduled to begin airing this Sunday, January 20<sup>th</sup> during the National Football League's NFC Championship game. The broadcast ads highlight the resilience of the American spirit, the company's dedication to keeping its clients' dreams alive and the importance of working toward a confident retirement. The ads, created by R/GA, feature Tommy Lee Jones, who appeared in the company's last campaign that launched in September 2011.

The new spots, titled "**Dream**", "**Working**" and "**Business**" (airing later this year), open with Jones outdoors in a rural area that evokes the American frontier and cut to scenes of Americans at work in personal and professional settings. Jones, who most recently starred in "Lincoln" and "Hope Springs", communicates that hard work and perseverance are characteristically American qualities that can lead to personal fulfillment and financial security. The ads build on the Ameriprise brand platform - MORE WITHIN REACH<sup>®</sup> - by stressing the importance of a one-on-one relationship with a trusted advisor who has the backing of a strong firm that has helped millions of people retire.

"While these ads reflect the concern that many Americans have about their financial situation and retirement, they maintain a sense of optimism in that personal determination and seeking help can bring great rewards," said Kim Sharan, chief marketing officer and president of financial planning and wealth strategies at Ameriprise Financial. "As

economic challenges persist, we know many Americans are worried, but our company has the strength and stability to help them. The evolution of our message to address consumers' very real concern about their own retirements demonstrates that we understand – and we can offer a solution.”

“Personal responsibility and hard work are true American values. They're Ameriprise values, too,” said Tommy Lee Jones. “We want to remind Americans that through these values, we can achieve a confident future.”

The media schedule comprises primetime programming, including the Academy Awards, The NCAA Basketball Championships, the LPGA Tour and the Tennis Masters Series. Cable news and entertainment programming includes CNBC, CNN, Fox News, Bloomberg and a variety of lifestyle channels.

Ameriprise financial advisors are also participating in the campaign by featuring the TV commercials on their individual websites. Combining the support of national advertising with their social media presence on LinkedIn and Facebook helps advisors deepen their client relationships and develop a stronger presence within their communities.

R/GA and Initiative remain the company's creative and media agencies of record.

## About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for over 115 years. With outstanding asset management, advisory and insurance capabilities and a nationwide network of 10,000 financial advisors, we have the strength and expertise to serve the full range of individual and institutional investors' financial needs. For more information, or to find an Ameriprise financial advisor, visit [ameriprise.com](http://ameriprise.com).

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