



NEWS RELEASE

Ameriprise Financial Launches New Credit Cards with Compelling Value and Benefits for Clients

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The Ameriprise Visa Signature® cards will offer competitive bonus rewards, cash back and convenience

MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial (NYSE: AMP) today announced the launch of a new line of credit cards designed to bring value and benefits to clients. The Ameriprise Visa Signature® and Premier Visa Signature® Cards will provide a competitive, broad rewards program including cash back redemption rates of up to 1.875%, as well as travel, lifestyle and retail redemption options. Additional features include, up to 1.5 reward points earned per \$1 spent on eligible purchases, no reward points cap, travel credits, enrollment bonuses and other features. Clients will be able to view credit card balances while logged into their Ameriprise accounts, enabling them to see more of their financial picture in one place.

"We designed the new Ameriprise Visa Signature credit cards with our clients in mind," said Abu Arif, President, Ameriprise Bank FSB. "They trust Ameriprise and our financial advisors to help them manage their wealth and navigate their financial lives from end to end. With the Ameriprise Visa Signature cards, clients can work with their advisors to simplify their cashflow and maximize their rewards to support their financial goals."

Ameriprise Visa Signature cards are made available to qualifying customers through Ameriprise Bank, FSB. The creditor and issuer of the credit cards is Elan Financial Services, pursuant to a license from Visa U.S.A. Inc. Further details about the cards can be found at <https://www.ameriprise.com/products-services/cash-cards-lending/credit-cards/>.

About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for more than 125 years. With extensive asset management, advisory and insurance capabilities and a nationwide network of approximately 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**.

About Ameriprise Bank, FSB

Ameriprise converted its existing limited purpose national trust bank into a federal savings bank in the second quarter of 2019 following approvals from the Office of the Comptroller of the Currency and the Federal Reserve System. The newly-expanded federal savings bank offers a tailored set of banking products primarily to Ameriprise clients as part of the company's comprehensive set of solutions.

Ameriprise Financial Services, Inc. Member FINRA and SIPC.

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