



NEWS RELEASE

Ameriprise Financial Leads Nationwide Volunteer Effort to Feed Hungry Families This Thanksgiving

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Company's third annual National Day of Service includes 350 volunteer events across the country on November 16

MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial (NYSE: AMP) employees and financial advisors are once again uniting with Feeding America®, the nation's leading anti-hunger organization, and food banks across the U.S. to ensure food insecure families can share a nutritious meal this Thanksgiving. On Friday, Nov. 16, volunteer teams in nearly all 50 states will spend the day helping more than 350 hunger relief organizations repackage bulk food items, assemble holiday meal packages and stock their warehouses. Many of the firm's financial advisors will be joined by clients, friends and family for this annual day of service, resulting in more than 9,000 volunteers making a difference in communities across the country.

"Studies have demonstrated that demand for nutrition assistance can continue to grow for years following a recession," said Brian Pietsch, head of community relations at Ameriprise Financial. "Even as the economy shows modest signs of improvement, families throughout the U.S. will struggle to put food on the table this holiday season. Drawing our people and clients together to serve on this day brings relief to food banks and the community members they assist at a time when support is greatly needed."

Public contributions to Feeding America matched through Nov. 30

Members of the community have an opportunity to help support domestic hunger relief efforts and make a more significant impact than they could on their own. Anyone who visits supportfeedingamerica.org/Ameriprise and makes an online contribution to **Feeding America** prior to November 30* is eligible to have their donation doubled

through the Ameriprise Financial Matching Challenge, pledging up to \$500,000 in hunger relief. Each dollar contributed during the Matching Challenge will make it possible for the organization to provide 16 meals to hungry families during the holiday season.

“Ameriprise Financial has been a strong partner in our mission to end domestic hunger,” said Matt Knott, Interim President and CEO, Chief Operating Officer of Feeding America. “The army of volunteers that turns out at food banks across the country as a result of the company’s National Day of Service is inspiring. Their efforts, combined with proceeds from the Ameriprise Financial Challenge, will help provide thousands of meals for families at risk of hunger this holiday season.”

Ameriprise commitment to domestic hunger relief

Aligned with its giving priority of Meeting Basic Needs, Ameriprise Financial began a charitable partnership with Feeding America in 2009, which includes both financial and volunteer-based support for the nonprofit and other hunger relief organizations. The goal of the partnership is to help meet an increased demand on food banks and work toward finding long-term solutions to domestic hunger. Through the efforts of its advisors, employees, retirees and clients, the company has provided more than 23 million meals, raised more than \$3 million and volunteered approximately 80,000 hours in support of domestic hunger relief.

About Feeding America

Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, our network members supply food to more than 37 million Americans each year, including 14 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 61,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country, visit <http://www.feedingamerica.org>. Find us on Facebook at [facebook.com/FeedingAmerica](https://www.facebook.com/FeedingAmerica) or follow our news on Twitter at twitter.com/FeedingAmerica.

About Ameriprise Financial Community Relations

Ameriprise Financial is dedicated to using 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 5,000 nonprofits across the country.

About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for over 115 years. With a network of 10,000 financial advisors and outstanding 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.



* Online contributions will be matched dollar-for-dollar up to a total of \$500,000.

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