



NEWS RELEASE

Ameriprise Financial Named Social Media "All-Star" by DALBAR

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Independent research firm gives Ameriprise top marks for successfully engaging consumers on Facebook

MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial today announced that it has been ranked as an industry leader and "All-Star" in social media by DALBAR, Inc. In its first-ever social media rankings of financial services firms, released this week, DALBAR cited the number of likes, comments and shares Ameriprise generates through its Facebook presence.

DALBAR compared the social media presences of 60 financial services firms and deemed Ameriprise to have an edge on the competition in terms of embracing social media to provide relevant, engaging content tailored to the interests of followers.

In a statement announcing the study, DALBAR wrote, "[Ameriprise was] the only firm in the study to receive a 5-star rating on Facebook. Those posts that were meant to engage and actually did engage came together to form a superstar of social engagement. The firm asks questions in nearly all posts and succeeds at having many followers react by liking, commenting or sharing the posts."

"Social media allows companies to meet consumers where they want to be met. That's the easy part," said Jon Pauley, Sr. Vice President of Digital Strategy at Ameriprise. "The bigger challenge is to listen and join the conversation in a way that resonates. That's where our focus is and what has helped us connect in a meaningful way with so many online users."

The social media rankings were derived by calculating the engagement rates for each firm across Facebook, Twitter, Google+, LinkedIn and YouTube throughout the first quarter of 2014. DALBAR examined the amount of actual engagement and a firm's rate of proactively attempting to engage with their audience on social media.

More information about the survey can be found on DALBAR's **website**. Check out the Ameriprise Facebook page at **www.Facebook.com/Ameriprise**.

About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for over 115 years. With a nationwide network of 10,000 financial advisors and extensive asset management, advisory and insurance capabilities, we have the strength and expertise to serve the full range of individual and institutional investors' financial needs. For more information, visit **ameriprise.com**.

About DALBAR, Inc.

DALBAR, Inc. is the financial community's leading independent expert for evaluating, auditing and rating business practices, customer performance, product quality and service. Launched in 1976, DALBAR has earned the recognition for consistent and unbiased evaluations of insurance companies, investment companies, registered investment advisers, broker/dealers, retirement plan providers and financial professionals. DALBAR awards are recognized as marks of excellence in the financial community.

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