



NEWS RELEASE

Ameriprise Financial Rated #1 Most Trusted Investment Firm in 2018 Temkin Ratings

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MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial (NYSE: AMP) is the investment firm most trusted by consumers, according to new research from the consulting firm Temkin Group. Across 13 firms in the investment industry, Ameriprise tied for the number one spot in the 2018 Temkin Trust Ratings and earned first place in the Temkin Forgiveness Ratings, which rates consumers' willingness to forgive mistakes.

"At Ameriprise, we work hard to earn the trust of our clients every day by delivering exceptional service and personalized advice to help them achieve their financial goals," said Marie O'Neill, senior vice president of marketing at Ameriprise Financial. "Accolades such as The Temkin Ratings reinforce the important work Ameriprise and our advisors do for individuals and families. We know that our clients have many options for financial advice and it is an honor they continue to rate us so highly in critical categories such as trust."

Temkin's ratings are based on a survey of 10,000 U.S. consumers and their recent interactions with 318 companies across 20 industries. The Trust Ratings asked consumers to rate the degree to which they trust companies will take care of their needs on a scale from (1) "do not trust at all" to (7) "completely trust". The Forgiveness Ratings asked consumers to indicate how willing they are to forgive a company if it makes a mistake, from (1) "extremely unlikely" to (7) "extremely likely".

For more information on the ratings, visit www.TemkinRatings.com.

About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for more than 120

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**.

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