



NEWS RELEASE

## Ameriprise Financial and Feeding America Announce Partnership to Help End Domestic Hunger

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MINNEAPOLIS--(BUSINESS WIRE)-- **Ameriprise Financial, Inc.** (NYSE: AMP) today announced a charitable partnership with **Feeding America**, the nation's largest domestic hunger relief organization. The company will provide an immediate \$500,000 **grant** to supply 3.5 million meals, the equivalent of five million pounds of food. In addition, Ameriprise Financial has pledged ongoing volunteer support to Feeding America and its affiliates, with a goal of dedicating more than 50,000 volunteer hours to hunger relief efforts in 2009.

"According to a recent survey, the food banks our organization serves have seen demand increase at unprecedented levels - on average, by more than 30 percent since last year," said Vicki Escarra, president and CEO of Feeding America. "In these difficult economic times, the combined financial and volunteer support Ameriprise Financial has committed to is more important than ever. The company's national reach will also enable us to establish partnerships at the community level, where additional help is needed most."

"Since selecting basic needs as a core philanthropic priority in late 2007, we have seen a dramatic increase in the number of Americans turning to hunger relief organizations for help," said Brian Pietsch, head of community relations at Ameriprise Financial. "By partnering the 63,000 agencies supported by Feeding America with our more than 20,000 employees and advisors, we believe we can make powerful strides to help meet immediate needs and work toward finding long-term solutions."

Beginning today, Ameriprise Financial has also launched a nine-day food drive in nine of its employee centers. Monetary and food donations collected during the drive will benefit hunger relief organizations in the following metropolitan areas: Albany, NY; Detroit; Cambridge, MA; Green Bay, WI; Kansas City, MO; Los Angeles; Minneapolis;

New York City and Phoenix.

Additional volunteer initiatives, which will match Ameriprise financial advisors and employees to hunger relief programs nationwide, are currently in development.

#### About Feeding America

(Formerly America's Second Harvest - The Nation's Food Bank Network)

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 25 million Americans each year, including 9 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 63,000 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 [www.feedingamerica.org](http://www.feedingamerica.org).

#### About Ameriprise Financial Community Relations

Ameriprise Financial is dedicated to utilizing the firm's resources, talents and volunteer time 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. Additional information on the company and its **Community Relations** initiatives can be found at [ameriprise.com](http://ameriprise.com).

#### About Ameriprise Financial

Ameriprise Financial, Inc. is a diversified financial services company serving the comprehensive financial planning needs of the mass affluent and affluent. For more information, visit [ameriprise.com](http://ameriprise.com).

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Contact: Ameriprise Financial, Inc. Stacy Housman, Media Relations, 612-678-7215 [stacy.m.housman@ampf.com](mailto:stacy.m.housman@ampf.com) or Feeding America Ross Fraser, 312-641-6422 [rfraser@feedingamerica.org](mailto:rfraser@feedingamerica.org)