



NEWS RELEASE

New Ameriprise Ad Campaign, Featuring Tommy Lee Jones, Captures Optimistic American Spirit, Evokes Rich Company History

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Ameriprise builds on its brand platform with new broadcast advertising and an enhanced social media presence

MINNEAPOLIS--(BUSINESS WIRE)-- **Ameriprise Financial** (NYSE: AMP) has unveiled a new advertising campaign highlighting the company's rich history, financial strength and steadfast commitment to individual investors. The ads debuted on the company's **YouTube** and **Facebook** channels and will air this weekend during the Primetime Emmy Awards. They feature a face and voice familiar to generations of moviegoers – Academy Award-winner Tommy Lee Jones.

The new spots, titled "**Our Anthem**" and "**Generations**," open with Jones talking about the American spirit and cut to scenes of families achieving goals many viewers will identify with – buying a home, putting children through college and retiring on their own terms. Jones' words emphasize the company's legacy of helping generations of clients, through both good and tough times. The ads build on the Ameriprise brand platform – MORE WITHIN REACHSM – by stressing the importance of a one-on-one relationship with a trusted advisor who has the backing of a strong and stable firm.

"Consumers remain cautious, but they're also looking for something to believe in – someone to tell them it is okay to be optimistic and pursue their dreams, despite what the markets and news headlines tell us," said Kim Sharan, chief marketing officer and president of financial planning and wealth strategies at Ameriprise Financial. "Our company and advisors have been helping clients do exactly that for more than 100 years, yet we've never really

shared our story, including our legacy of strength and stability, directly with the American public. We believe it's time to do that now."

The media schedule comprises Primetime programming, including the season premieres of "NCIS" and "Desperate Housewives"; college football, the Major League Baseball playoffs and the World Series; and cable news and entertainment programming on CNN, Fox News, Bloomberg and a variety of lifestyle channels.

Social and digital media presence reinforces brand promise

In addition to unveiling its new television spots on **Facebook** and **YouTube**, Ameriprise is actively using social and digital media platforms to engage with consumers, develop advocates and put its advisors and other experts more within reach of the public. The company has established a corporate presence on key social media channels and launched programs that help Ameriprise financial advisors establish a stronger presence within their communities.

The company has built a community on Facebook, a platform that encourages interaction and information sharing. Like most financial services firms, which operate in a highly regulated environment, Ameriprise has historically used Facebook as a content distribution channel. The company is also developing live interactive events that will help it further engage with consumers in real time, even around difficult and personal topics like caregiving or divorce.

The company's efforts on Facebook are supported by its corporate YouTube presence, which Ameriprise uses as another way for consumers to learn about the markets, economy and other financial topics.

Ameriprise has encouraged its advisors to use LinkedIn since 2008. In 2010, the company took an additional step and integrated advisors' LinkedIn profiles with their professional websites. The firm is planning to launch a new feature this fall that will help consumers see how they're connected to Ameriprise advisors on LinkedIn.

Ameriprise is also currently piloting the use of Facebook as a networking and communication platform for its advisors, in preparation for a firm-wide rollout next year.

R/GA and Initiative remain the company's creative and media agencies of record.

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**.

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