NEWS RELEASE

New Ameriprise Financial Advertising Campaign Puts Advisors "More Within Reach"

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MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise financial advisors are "More Within Reach." That's what a new advertising campaign from Ameriprise Financial (NYSE: AMP) is conveying to consumers when it launches today.

Developed in conjunction with R/GA, the new campaign puts the advisor-client relationship in the forefront. Instead of casting actors, America's largest financial planning company[1] invited some of the firm's more than 10,000 financial advisors[2] to appear in new broadcast, online and print advertisements. Some components feature the advisors sharing what it means to help clients plan for their dreams, while other elements underscore the importance of personal relationships and a personalized financial plan.

"We know that the economic environment over the past 18 months has changed the way many people think about their finances, but they still have dreams for themselves and their families," says Kim Sharan, chief marketing officer and president of financial planning, retirement and wealth strategies at Ameriprise Financial. "Our advisors play an important role in helping our clients plan for life's milestones, whether they're saving for a wedding, sending their children to college or achieving their ideal retirement. They play a central role in their client's lives and their communities, and are the faces consumers naturally associate with our brand."

Ads will run on network TV, cable and online, and include placements during the GRAMMY(R) Awards (airing January 31), the "Lost" season premiere (airing February 2) and on the homepages of CNNMoney.com and SmartMoney.com. The integrated campaign will also include print advertisements in major consumer and business publications and a presence on YouTube.

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.

[1]Based on the number of financial plans annually disclosed in Form ADV, Part 1A, Item 5, available at adviserinfo.sec.gov as of Dec. 31, 2009, and the number of CFP(R) professionals documented by the Certified Financial Planner Board of Standards, Inc.

[2]Ameriprise Financial Third Quarter 2009 Statistical Supplement, Oct. 21, 2009.

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