NEWS RELEASE

# Online Strategy Plays a Primary Role in New Evolution of Ameriprise Financial Advertising

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MINNEAPOLIS--(BUSINESS WIRE)--

Ameriprise Financial, Inc. (NYSE:AMP) is launching a new advertising campaign to remind consumers that dreams require planning to become reality. Premiering tonight on ESPN's Monday Night Football, the campaign features traditional media, as well as custom programs and a deliberate drive to the web, designed to reach baby boomers and members of Generation X.

"In just two years, we've established a powerful and respected brand that has transformed financial services advertising and the way people look at financial planning," said Kim Sharan, executive vice president and chief marketing officer of Ameriprise Financial. "Today, more people come to Ameriprise for financial planning than any other company.(1)"

The new Ameriprise Financial campaign will continue to tap consumer passion points and solidify the emotional bond already developed with the company's target market. Central to the strategy is an increased emphasis on the online experience. At ameriprise.com/plan, consumers can use an interactive tool to visualize their short and long term goals and learn how a financial advisor can help them plan to achieve their dreams. The information is presented in a dynamic format that changes as consumers modify their goals, reflecting the experience they may have with a financial advisor.

Driving consumers to the online site are new network and cable television ads featuring legendary actor, director and writer Dennis Hopper, who also appeared in last year's Ameriprise Financial campaign. New print ads will also

appear in traditional business and personal finance publications, as well as lifestyle publications. Online ads will run across news, personal finance, general interest and social networking sites. Radio spots will air across news/talk, sports and music formats.

National Geographic program complements advertising

In addition to the new ad campaign, Ameriprise Financial is premiering LifeDreams, an integrated, multi-platform approach developed in conjunction with National Geographic. The program showcases three stories of real people who are pursuing their respective dreams. Sharan explains: "The stories shown in LifeDreams are reflective of our target audience - a Gen-X entrepreneurial couple, a boomer female business owner and a couple of retired sports enthusiasts. Like our clients, they are all in different stages of realizing their dreams."

The LifeDreams program features all original content, including photography shot by a National Geographic photographer, commissioned specifically for this project. Beginning in September, a microsite will feature weekly webisodes and podcasts of the stories. In addition, print inserts will launch in the October issue of National Geographic Magazine and on-air vignettes will run on the National Geographic Channel.

The Ameriprise Financial advertising campaign and LifeDreams were developed in conjunction with the company's creative and media agencies, Saatchi & Saatchi and MindShare, respectively.

Ameriprise Financial, Inc. is a leading financial planning and services company with more than 12,000 financial advisors and registered representatives that provides solutions for clients' asset accumulation, income management and insurance protection needs. The company's financial advisors deliver tailored solutions to clients through a comprehensive and personalized financial planning approach built on a long-term relationship with a knowledgeable advisor. The company specializes in meeting the retirement-related financial needs of the mass affluent and affluent. Financial planning services and investments are available through Ameriprise Financial Services, Inc., Member FINRA and SIPC. 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 December 31, 2006.

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