NEWS RELEASE

RiverSource Annuities Launches Guarantor Withdrawal Benefit for Life(SM); New Living Benefit Offers Ability to Receive Guaranteed Income for Life While Simultaneously Providing Protection Against Market Loss

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MINNEAPOLIS--(BUSINESS WIRE)--May 1, 2006--Beginning today, individuals who purchase a RiverSource(SM) variable annuity from a bank or an independent broker dealer can choose a valuable new feature called the Guarantor Withdrawal Benefit for Life(SM) (GWB for Life(SM)). The GWB for Life(SM) is an optional living benefit rider, available for an additional fee, designed to help manage the risks of market performance, longevity and inflation while also providing an option to receive guaranteed lifetime income.

"With Americans living longer than ever and many failing to save adequately for retirement, one of the greatest risks they face is the possibility of outliving their money," said Mark Schwarzmann, president of Insurance, Annuities and Product Distribution for Ameriprise Financial. "The GWB for Life is a financial solution that helps investors protect their retirement assets while also offering a flexible source of income they can count on for as long as they need."

RiverSource Annuities are available through two distribution channels: banks and independent broker dealers and through the personal advisors of Ameriprise Financial (NYSE:AMP) The GWB for Life rider is expected to become available in the summer of 2006 for RiverSource variable annuities sold to investors by an Ameriprise financial advisor.(1)

About variable annuities:

First made available in the 1950's, variable annuities are retirement investment products that can help individuals through each stage of their retirement -- from accumulation, to providing income, to passing on wealth to heirs. Variable annuity investors have access to a range of investment choices and fixed account options, which have the potential to provide earnings on a tax-deferred basis until the owner makes withdrawals.

Variable annuities are subject to risk, including loss of principal. However, variable annuities do offer some guarantees to investors, including a standard guaranteed death benefit and guaranteed income payments, and most recently, a new breed of guarantees called living benefits. Guarantees are based on the continued claims-paying ability of the issuing insurance company and do not apply to the performance of the variable subaccounts, which will vary with market conditions.

Variable annuity expenses include a mortality & expense fee, which covers the insurer's costs and subaccount expenses. Most annuities also impose surrender charges for a specified time period, additional fees for optional riders and an annual contract charge.

The RiverSource GWB for Life offers principal protection as well as flexibility and a choice of income options. Investors have the opportunity to withdraw up to 7 percent of their benefit amount every year, which will provide guaranteed income for 14 years. To receive lifetime income, investors may withdraw up to 6 percent beginning at age 65, which is their Annual Lifetime Payment.

"Variable annuities are one way to address the retirement income dilemma many investors face," said Schwarzmann. "With a variable annuity and the GWB for Life rider, individuals can get guaranteed income for life, but unlike annuitization, they can stop and start the income based on their needs."

The GWB for Life rider is available for an additional fee of 65 basis points. RiverSource variable annuities permit withdrawals of 10% annually without the purchase of the rider.

About RiverSource Annuities

RiverSource Annuities includes a broad range of fixed, variable and immediate annuity products that are designed to support today's investors through every stage of retirement planning, from accumulating assets to generating income and passing on wealth to heirs. RiverSource annuities are available through The Personal Advisors of Ameriprise Financial, as well as banks and independent broker-dealers. For more information, visit riversource.com/annuities.

RiverSource(SM) annuity branded products are issued and distributed by IDS Life Insurance Company, Member NASD & SIPC. Annuities are also issued by American Enterprise Life Insurance Company, and in New York by IDS Life Insurance Company of New York and American Centurian Life Assurance Company (Albany, NY) and distributed by Ameriprise Financial Services, Inc., Member NASD & SIPC. All are part of Ameriprise Financial, Inc.

About Ameriprise Financial

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. Financial advisory services and investments are available through Ameriprise Financial Services, Inc. Member NASD and SIPC. For more information, visit **www.ameriprise.com**.

Variable annuities are insurance products that are complex long-term investment vehicles. Before you invest, be sure to ask your investment professional about the variable annuity's features, benefits, risks and fees, and whether the variable annuity is appropriate for you, based on your financial situation and objectives. For a free copy of a RiverSource variable annuity prospectus, which contains this and other information, call (800) 333-3437. Investors should read the prospectus carefully before investing.

The GWB for Life rider for RiverSource Annuities may not be available in all states.

(1) A registration statement relating to the Guarantor Withdrawal Benefit for Life(SM) rider has been filed with the Securities and Exchange Commission but has not yet become effective. This rider may not be sold nor may offers to buy be accepted prior to the time the registration statement becomes effective. This release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale rider in any state in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state.

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