

FREQUENTLY ASKED QUESTIONS ABOUT NOTICE AND ACCESS

What is Notice and Access?

Notice and Access is a change in the traditional way that proxy materials are made available to shareholders. For an annual meeting, for example, a public company previously would have to mail the Annual Report to Shareholders, meeting notice, proxy statement and proxy card to shareholders. Although some shareholders have taken advantage of an electronic delivery option that has been available for years, they represent a very small percentage of shareholders at most companies.

Notice and Access, which was approved by the Securities and Exchange Commission in 2007, allows shareholders to choose how they access the proxy materials: in paper form; by email; or online.

How does the Notice and Access process work for Ameriprise Financial shareholders?

We use the “notice only” option. This means that at least 40 days before the annual meeting date, we will mail to you or your bank, broker, trustee or other intermediary will mail to you a “Notice Regarding the Availability of Proxy Materials.” The notice contains important information about accessing the annual meeting proxy materials and voting your shares.

You will not receive a paper set of annual meeting proxy materials to our shareholders, unless you request the proxy materials in paper form using the instructions printed on the notice. If you have previously signed up to receive the proxy materials in paper form or online, we will follow your instructions.

We chose this notice option because it significantly reduces the printing, delivery and postage costs of our proxy solicitation. Also, the environmental impact of our proxy solicitation is greatly reduced because we use much less paper to print, and fuel to deliver, our proxy materials.

Once I receive the Notice Regarding the Availability of Proxy Materials, what do I have to do?

Please read the notice carefully and decide how you would like to access the annual meeting proxy materials. You will have three choices:

- you can go to the website shown on the notice, review the proxy materials online, and vote your shares at the site, or by telephone; or
- you can request paper copies of the proxy materials, including a proxy or voting instruction card, at no charge; or
- you can request that we email proxy materials to you at no charge other than your usual Internet access fees.

The notice will explain how to choose each of these options.

Most important, the notice will contain a 12-digit control number that you will need to access the proxy materials, request paper or email copies, and to vote your shares online or by telephone. For this reason, it is very important to retain the notice for future reference. We suggest that you retain the notice through the date of the annual meeting.

So I can't vote my shares just by returning the notice?

No. The Notice Regarding the Availability of Proxy Materials is *not* a proxy card or ballot. The notice's purpose is to inform you about how you can choose to access our proxy materials and how to vote your shares. The notice will also tell you when and where we intend to hold our annual meeting and the matters that will be voted on at the meeting.

Remember that the notice has your 12-digit control number, so keep it available when you are accessing the proxy materials, voting online or by telephone, or requesting paper or email copies of the materials.

I prefer to vote by telephone. Will the notice have the telephone number to call to vote my shares?

No. The Securities and Exchange Commission rules don't permit the voting telephone number to be printed on the notice. The SEC is concerned that shareholders will vote their shares before reviewing the proxy materials. Once you log onto the website address given on the notice using your 12-digit control number, the voting telephone number to call will be displayed.

The telephone number to use for voting will vary depending on whether you are a registered shareholder at our transfer agent or you hold your Ameriprise Financial shares at a bank, broker, trustee or other intermediary.

A telephone number will be shown on the notice, but that number is only to be used to request paper or email copies of the proxy materials. The telephone number shown on the notice cannot be used to vote your shares.

How long do I have to request paper or email copies of the proxy materials?

The notice will contain a cutoff date for making your request. The date will be approximately two weeks before the date of the annual meeting. If you know that you will be requesting paper copies, however, please request them as soon as possible after you receive the notice.

If I request paper copies of the proxy materials, how long will it take to receive them?

Under the SEC's rules, the proxy materials must be mailed within three business days after receiving your request. The date on which you will receive the materials will depend on the postal system. Again, if you know that you want paper copies of the proxy materials, please request them as soon as possible after you receive the notice.

You will have the option to make a permanent election to have paper or email copies of proxy materials sent to you in the future at no charge.

Do I have to pay any charges to receive paper copies of the proxy materials?

No. The materials will be sent to you without charge.

I own stock in other companies besides Ameriprise Financial. Will all companies use Notice and Access?

That depends on the size of the company and which of the two Notice and Access options a company chooses to use. Large public companies, like Ameriprise Financial (mutual funds are excluded),

became subject to the Notice and Access rules beginning Jan. 1, 2008. Smaller public companies and mutual funds became subject to the rules beginning Jan. 1, 2009.

A company can choose to use the “notice only” option, as Ameriprise Financial has done. As we’ve explained, under this option a company sends a notice without a full set of paper proxy materials. The other choice is called the “full set delivery” option. A company using the full set delivery option will send the notice of online availability (which can be included in the proxy statement) together with a full paper set of proxy materials. There is little difference between the full set delivery option and the traditional method of distributing paper proxy sets.

As a result, during this proxy season, you may receive only a notice of Internet availability from some companies, full set paper copies of proxy materials with a notice included from others, and full set paper copies of proxy materials without a notice included from still other companies.

I am a participant in the Ameriprise Financial 401(k) plan and hold shares of Ameriprise common stock in my account. Will Notice and Access change the way that I vote those shares or access the proxy materials?

No. We will follow the same process that we have for prior proxy seasons. Plan participants will receive an explanatory email and have access to electronic proxy materials, but will still have the right to request paper copies of the proxy materials. In addition to the 12-digit control number contained in the email, plan participants will have a separate four-digit personal identification number, or PIN, to vote the shares held in their plan account. For a plan participant, the PIN will be the last four digits of his or her Social Security number. You may want to print off a copy of the email in order to refer to the 12-digit control number when logging onto the specific website.

Separated participants with a plan balance will be sent hard copies of the proxy materials and should follow the instructions on the proxy card to vote their plan shares.

I previously signed up to have my proxy materials made available to me online. How will Notice and Access affect me?

Instead of receiving a Notice Regarding the Availability of Proxy Materials through the mail, you will receive an email that contains the information you need to access the annual meeting proxy materials online. The email will contain a 12-digit control number, so you may want to print off a copy of the email for reference purposes when logging on to the site shown in the email. Go to the site shown and follow the instructions to log on using the 12-digit control number. You will also need to enter the four-digit personal identification number, or PIN, you selected when you signed up for electronic access.

I've lost my notice and the control number on it. What do I do?

If you are a registered shareholder on the books of our transfer agent (you *don't* hold your shares through a bank, broker, trustee or other intermediary), please call Tom Moore, Vice President, Corporate Secretary and Chief Governance Officer at: 612/678-0106 and he'll be happy to help you. You can also email him at: thomas.r.moore@ampf.com.

If you *do* hold your Ameriprise Financial stock through a bank, broker, trustee, or other intermediary, please call your bank, broker, trustee, or other intermediary for assistance.