Get the facts

We're America's financial planning leader.[1]

While many companies offer financial services, Ameriprise Financial is America's leader in comprehensive financial planning.[1] Even more importantly, when you join Ameriprise, you don't just join a company. You become part of a nationwide family of financial professionals dedicated to helping clients realize their financial dreams.

Have a seat.
Let's talk.℠

At Ameriprise Financial, we provide true financial planning through our unique *Dream > Plan > Track >®* approach. Beginning with the red chair — think of it as the anti-rocking chair.

Reasons to join Ameriprise Financial

> More CERTIFIED FINANCIAL PLANNER™ professionals and more financial planning clients than any other firm[1]

> Fourth-largest advisor sales force in the U.S.[2]

> $354 billion in assets owned, managed and administered[2]

> More than 12,000 financial advisors and registered representatives[2]

> 94% client retention rate[2]

> More than 2 million individual, business and institutional clients[3]

> 60% Ameriprise Financial brand awareness[4]

Our company is strong, stable and client-focused

> We advanced $400 million in 2008 to help clients meet immediate cash needs when Reserve Management Co. allowed one of its money market funds to post a net asset value below $1 per share[2]

> Our clients have access to multiple investment products, including real estate investment trusts and thousands of mutual funds from more than 260 fund families[5]

> We are an independently owned, publicly traded (AMP), FORTUNE 500® company[6]

Significant resources to grow and manage your practice

> Corporate Resources

> Best-in-class technology

> Award-winning service and support

> Integrated compliance

> Transition teams

> Brokerage, insurance, marketing, investment and financial planning specialists

> National brand and turnkey local marketing programs

> Practice Management

> Marketing planning & resources

> Succession planning

> Practice acquisition

> Business planning & development

> Training and Development

> Ameriprise University — access hundreds of training courses from your desktop

> National and local training events in person and, via webcast, internet, CD-ROM and phone

> Peer-to-peer programs

> Business consulting

> Accessible leaders

The values that guide our actions define our company — client focused, integrity, excellence and respect.

Our strong foundation, values-based family culture and 360° support reinforce the strength of our business model. We've invested in our infrastructure and people as we strive to provide strong, dedicated advisor support and a compelling client experience in alignment with our core values.

Call confidentially at **(888) 267-8334** for financial advisor opportunities or visit **joinameriprise.com** today.

Our financial planning approach — our core value proposition

> Our *New Perspective* review enables advisors to answer client and prospect questions and concerns around, "What do I do now?"

> Our *Dream > Plan > Track >*® approach to financial planning provides resources and expertise for your annual planning meeting, tracking checkpoint, six-month review and year-end review

> Ongoing planning is made easier with sophisticated, integrated tools like Client Viewer, NaviPlan, Document Developer, Online File Manager and our Goals & Recommendations Manager

> We have more financial planning clients than any other firm[1]

> We helped pioneer financial planning more than 30 years ago

Industry recognition

> Ameriprise Financial has been spotlighted in *Barron's*©, *InvestmentNews*, *The Motley Fool*®, *Research* magazine and many other publications

> Ameriprise Financial secured four DALBAR service awards in 2008. We were recognized for producing positive, thorough and consistent service to advisors in annuities, insurance, mutual funds and managed products/brokerage categories.

[1] Ameriprise helped pioneer the financial planning process. Our unique approach is about more than just numbers, it's both science and art. We have more financial planning clients and more CERTIFIED FINANCIAL PLANNER™ professionals than any other company in the U.S. based on data filed at adviserinfo.sec.gov and documented by the CFP Board of Standards, as of Dec. 31, 2008.
[2] Source: Ameriprise Financial 2008 Annual Report.
[3] As of December 31, 2008.
[4] 2009 Ameriprise Branch Research, March 2, 2009
[5] *FORTUNE* Magazine, May 4, 2009
[6] Form ADV, Part 1, Item 5, Jan. 31, 2008

Ameriprise Financial is pleased to be using an authentic Eames DCW chair manufactured by Herman Miller, courtesy Eames Office LLC, eamesoffice.com, eamesfoundation.org.

Ameriprise Financial is the umbrella marketing name used by two separate and distinct broker-dealers of Ameriprise Financial, Inc.: Ameriprise Advisor Services, Inc. and Ameriprise Financial Services, Inc. Investments and financial advisory services are offered through Ameriprise Advisor Services, Inc., member NYSE/FINRA/SIPC, which is not affiliated with H&R Block, Inc. or any of its affiliates. Investments and financial planning services are offered through Ameriprise Financial Services, Inc., member FINRA and SIPC. Ameriprise Financial Services, Inc. is an Equal Opportunity Employer.

Some support services are provided to franchise advisors through association fees, while others are available for an additional cost.

For advisor recruiting only/not intended as sales material.

242755-1 C (7/09)