



ColumbiaManagement®

News Release

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Columbia Management Launches Social Media Program

Designed to help financial advisors better connect with clients and prospects

BOSTON – January 12, 2012 – Columbia Management, the seventh largest manager of long-term mutual fund assets in the U.S., has launched a new social media program to help financial advisors communicate more effectively with clients and prospects.

Three social media outlets now feature easy-to-share news and insights from Columbia Management in the form of blog entries, tweets and videos in the following formats:

- **Columbia Management Perspectives blog** [columbiamanagement.com/blog] features posts from our thought leaders, including:
 - Colin Moore, chief investment officer
 - Colin Lundgren, head of fixed income
 - Robert McConnaughey, head of equity
 - Marie Schofield, chief economist
 - Todd White, head of alternative strategies
- **@ColumbiaMgmt** [[twitter.com/@ColumbiaMgmt](https://twitter.com/ColumbiaMgmt)] on Twitter provides notifications about blog entries, market commentary, news releases and more.
- **Columbia Management YouTube channel** [youtube.com/columbiamanagement], offers an extensive video library featuring current thought leadership and investment themes.

“We’re using social media to provide valuable content that helps financial advisors build relationships with clients and prospects,” said Chris Thompson, head of product and marketing at Columbia Management. “We’re excited to use these new outlets to share our market views and company news.”

About Columbia Management:

Columbia Management is the seventh largest manager of long-term mutual fund assets with \$325 billion under management as of September 30, 2011. Columbia Management is a subsidiary of Ameriprise Financial, Inc. (NYSE: AMP). For more information, visit columbiamanagement.com.

About Ameriprise Financial:

At Ameriprise Financial, we have been helping people feel confident about their financial future for over 115 years. With outstanding asset management, advisory and insurance capabilities and a nationwide network of 10,000 financial advisors, we have the strength and expertise to serve the full range of individual and institutional investors' financial needs. For more information, or to find an Ameriprise financial advisor, visit ameriprise.com.

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