

June 28, 2010

VIA CERTIFIED MAIL

Office of the Attorney General
Attn: Security Breach Notification
6 State House Station
Augusta, ME 04333

Re: SECURITY BREACH NOTIFICATION

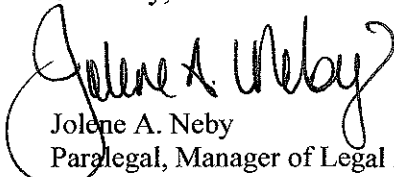
Dear Sir or Madam:

This letter is for the purpose of notifying your office that Ameriprise Financial Services, Inc. had a data breach incident involving information for one (1) Ameriprise client who is a resident of Maine. A UPS package containing information including client name, address, Social Security number, medical information, date of birth, driver's license and Ameriprise account information was lost.

Ameriprise Financial Services will also be sending a notification letter to the client, a copy of which is enclosed. The letter describes steps Ameriprise is taking internally to help ensure that this individual's accounts are not accessed by unauthorized persons and provides him or her with an opportunity to enroll for one year of credit monitoring from Equifax, at Ameriprise's expense. In addition, we have included a copy of the identity theft brochure, which is also sent to the client, containing information about how to protect against identity theft.

If you have any questions regarding this incident, please contact me at (612) 678-0376.

Sincerely,



Jolene A. Neby
Paralegal, Manager of Legal Affairs
Ameriprise Financial, Inc.

:jan

Enclosures (2)

CONSUMER PROTECTION DIVISION
RECEIVED

JUL 6 2010

OFFICE OF ATTORNEY GENERAL

< DATE >

< CLIENT NAME >

< CLIENT ADDRESS >

< CLIENT ADDRESS >

Dear < CLIENT NAME >:

I am writing to make you aware that a UPS package containing your personal information is missing. The package contained your name, address, Social Security number, and date of birth. Due to the sensitive nature of this information, I wanted to formally notify you of this incident. Please be assured we take this matter very seriously and are continuing to work with UPS to trace the package.

We have taken steps to protect your accounts from unauthorized activity, which includes instructing our service associates to use extra caution when verifying callers and to confirm the signature on written requests related to your accounts.

As an additional precaution, Ameriprise Financial is providing you an opportunity to enroll in an independently operated credit monitoring program for one year at no expense to you. This program is administered by Equifax, one of the three national credit reporting agencies. This service will provide you with an online solution which provides weekly credit monitoring of your Equifax credit file and one copy of your Equifax Credit Report™. The last page of this letter details out the promotional code you need to use to enroll for one free year of coverage, and enrollment instructions.

There are also actions you can take to help protect against the potential misuse of your personal information such as:

- Thoroughly review your account statements and transaction confirmations.
- Review any solicitations you receive in the near future.
- Closely monitor all of your personal accounts (e.g. checking and savings, credit cards, etc) to make sure there is no unauthorized activity.
- Read the enclosed educational brochure which provides resources and measures to help protect against identity theft.
- Be vigilant if you receive a call from someone who claims to represent Ameriprise Financial. If you have any doubts about the caller, hang up and call me to verify the validity of the call.

In the event that you experience fraud or theft as a direct result of this situation, please call the Ameriprise Financial Suspicious Activity Hotline immediately at (800) 862-7919, Ext. 11208 and leave an urgent message. One of our fraud investigators will return your call. Ameriprise Financial is committed to helping you address your situation and to pursuing corrective actions.

If you have any additional questions please do not hesitate to contact me at (612) 671-9491.

I apologize for any inconvenience this incident may cause you.

Sincerely,

Mary Peterson, Privacy Manager
Ameriprise Financial Services Inc
1613 Ameriprise Financial Center
Minneapolis, MN 55474
612.671.9491

Enclosure: Ameriprise Financial Identity Theft Brochure

Online Enrollment:

Equifax has a simple Internet-based verification and enrollment process. You will need to complete the below steps for each promotional code provided.

Visit: www.myservices.equifax.com/silver

1. Consumer Information: complete the form with your contact information (name, address and email address) and click "Continue" button. The information is provided in a secured environment.
2. Identity Verification: complete the form with your Social Security Number, date of birth, telephone #s, create a User Name and Password, agree to the Terms of Use and click "Continue" button. The system will ask you up to two security questions to verify your identity.
3. Payment Information: During the "check out" process, provide the following promotional code:

305361797219

in the "Enter Promotion Code" box (case sensitive, no spaces). After entering your code press the "Apply Code" button and then the "Submit Order" button at the bottom of the page. (This code eliminates the need to provide a credit card number for payment.)

4. Order Confirmation: – Click "View My Product" to access your Equifax Credit Report.