

# News Release

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## **Columbia Threadneedle Investments Awarded for Investor and Advisor Communications**

**Boston – October 26, 2015** – Columbia Threadneedle Investments was honored for excellence in its retail and advisor communications in the U.S. by the Mutual Fund Education Alliance (MFEA). Columbia Threadneedle received four MFEA STAR Awards among large firms with more than \$100 billion in assets under management in the following categories:

- *Overall Advisor Digital/Technology*: recognizing our Learning Center Microsite, Learning Center Membership eNews, and our dedicated RIA Resource Center
- *Advisor Electronic Newsletter*: spotlighting our Learning Center Membership eNews, a monthly newsletter delivered electronically to financial advisors who have qualified for our exclusive value-add program
- *Retail Special Communications*: acknowledging our global brand launch featuring our Global Perspective Advantage video, online advertising, and social media campaign
- *Retail Mobile Website*: citing the introduction of our mobile responsive website

“Advisors face many challenges when helping clients achieve their financial goals. At Columbia Threadneedle Investments, we aim to understand those challenges, and provide materials that assist and support both the advisor and the investor”, said Leslie Walstrom, Vice President, and Head of U.S. Marketing. “We are honored to receive such positive recognition from our peers through the STAR Awards.”

### **About MFEA STAR Awards:**

Founded and sponsored by the Mutual Fund Education Alliance (MFEA), the STAR Awards program is now in its 19th year of recognizing retail, advisor and retirement marketing communications efforts in the mutual fund

industry. The program is widely recognized as the only competition of its kind, judged by industry professionals, and acknowledged by the media as an important barometer of excellence.

The Mutual Fund Education Alliance (MFEA) is a national trade association dedicated to strengthening ways the investment management industry serves investors and advisors. Since 1971, the MFEA has been dedicated to informing and educating the investing public about how they can use mutual funds to achieve important lifetime goals.

**About Columbia Threadneedle Investments:**

Columbia Threadneedle Investments is a leading global asset management group that provides a broad range of actively managed investment strategies and solutions for individual, institutional and corporate clients around the world.

With more than 2000 people including over 450 investment professionals based in North America, Europe and Asia, we manage \$471 billion<sup>1</sup> of assets across developed and emerging market equities, fixed income, asset allocation solutions and alternatives.

Columbia Threadneedle Investments is the global asset management group of Ameriprise Financial, Inc. (NYSE: AMP).

For more information, please visit [columbiathreadneedle.com/us](http://columbiathreadneedle.com/us). Follow us on Twitter @CTInvest\_US.

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<sup>1</sup> Includes the combined assets under management of the Columbia and Threadneedle group of companies as of September 30, 2015.

Columbia Threadneedle Investments is the global brand name of the Columbia and Threadneedle group of companies.

Investment products offered through Columbia Management Investment Distributors, Inc., member FINRA. Advisory services provided by Columbia Management Investment Advisers, LLC.

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