Protect and provide for a child's future

Are you looking for a way to help a child get off to a great financial start?

You want to do all you can to protect and provide for your child or grandchild, to help prepare them for the world. That also means planning for his or her financial future.

A life insurance policy can help provide for a child's future financial needs and set the stage for a financially smart life.

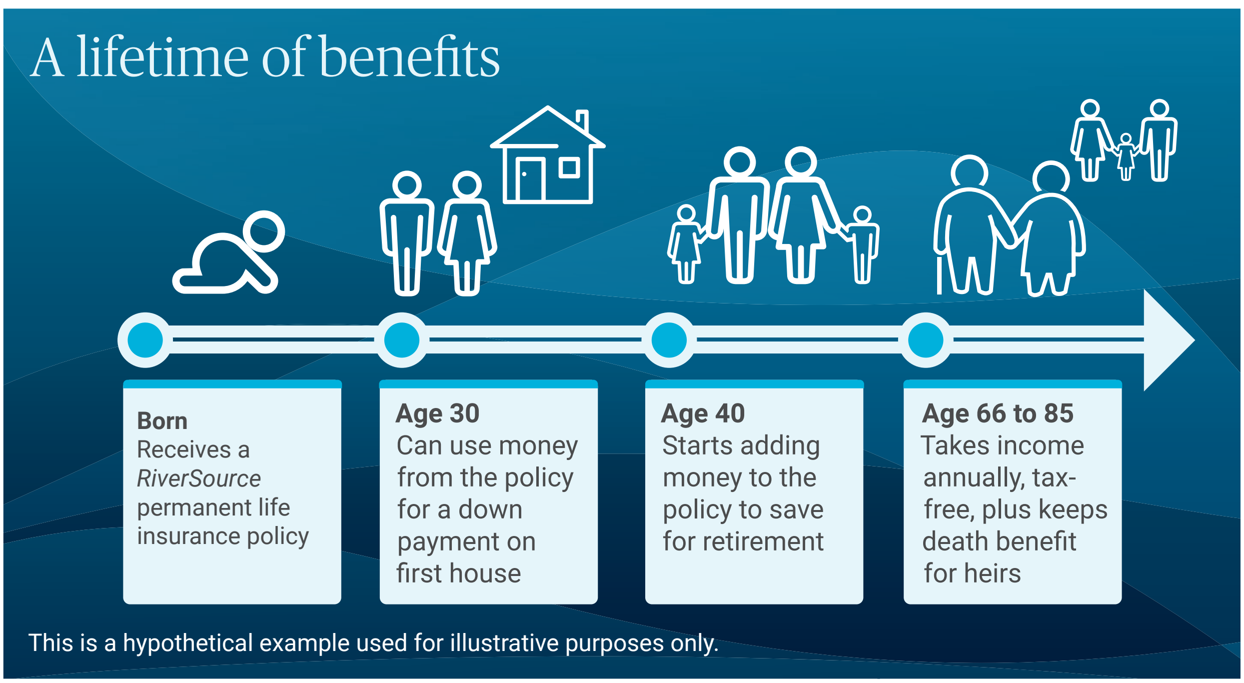
When you buy a *RiverSource*® permanent life insurance policy for a child, you're helping provide a foundation for financial security and a lifetime of benefits.

When properly structured, a life insurance policy can:

1 **Lock in protection**
As the child grows older, no matter what happens, he or she is covered

2 **Increase in value**
Cash value in the policy grows, income tax-free, over time and can result in significant cash value accumulation throughout the life of the policy

3 **Provide a source of funding for life's major milestones**
Cash value in the policy can be accessed income tax-free



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Answers to questions you might have

When is the right time to buy life insurance for a child?

When you've taken steps to insure your own life by providing a financial safety net for the child, and have additional financial resources to pay ongoing premiums. The earlier you purchase life insurance on a child's life, the lower the potential cost for a given premium over time. In addition, the earlier a policy is purchased, the more time it has to accumulate potential cash value for use by the child as he or she reaches adulthood.

How does ownership of the policy work?

Parents, grandparents, relatives or guardians are typical owners of a child's life insurance policy, which means they retain control over the policy and the policy's cash value. It can be transferred to the child at any time they feel it's appropriate. However, any change in ownership may have gift tax liabilities.

If ownership is set up through a custodial account (or Uniform Transfer to Minors Act account), the custodian (generally a parent) retains control over the policy while the child is a minor and avoids the potential gift tax liability when transferred to the child. An important consideration is that the policy must be transferred at a specified age to the child.

You should review policy ownership with a tax or legal professional.

What kind of permanent life insurance should I buy?

You should talk to your financial advisor about what type of policy will work best for your situation. With any life insurance policy, you should consider the features, benefits, risks and fees, and whether the life insurance is appropriate for you, based upon your financial situation and objectives. Refer to the appropriate RiverSource insurance product brochure for more information.

What size policy should I buy?

The current RiverSource Life Insurance and RiverSource Life Insurance Co. of New York guidelines limit the maximum amount of life insurance coverage to 50% of the highest amount of insurance coverage held by the insured parent or guardian (subject to state law). For example, if you have $500,000 in total life insurance coverage in place, you would be able to purchase a maximum of $250,000 on a child.

When can the child start taking money from the policy?

Depending on the size of the policy and the premium level paid into the policy, it can take many years for a sizable cash value to accumulate in the policy. Once ownership of the policy is transferred to the child, he or she can borrow from the policy as if it were his or her own bank.

It's important to keep in mind that accessing policy cash value through loans and surrenders will cause a reduction of policy cash values and death benefit and may negate any guarantees against lapse.

Work with a financial advisor to determine when taking money from the policy is appropriate.

What are other considerations for buying life insurance for a child?

The primary reason for purchasing a life insurance policy on a child's life is to establish a financial foundation for later in life. However, in the unfortunate circumstance that a child dies, the death benefit can provide a financial cushion that can create a financially secure period for the family to mourn.

Talk to your financial advisor about giving the gift of a *RiverSource* permanent life insurance policy to your child or grandchild.

This material should be accompanied by the appropriate product brochure.

Accessing policy cash value through loans and surrenders may cause a permanent reduction of policy cash values and death benefit, and negate any guarantees against lapse. Surrender charges may apply to the policy and loans may be subject to interest charges. Although loans are generally not taxable, there may be tax consequences if the policy lapses, or is surrendered or exchanged with an outstanding loan. Taxable income could exceed the amount of proceeds actually available. Surrenders are generally taxable to the extent they exceed the remaining investment in the policy. If the policy is a modified endowment contract (MEC), pre-death distributions, including loans from the policy, are taxed on an income-first basis, and there may be a 10% federal income tax penalty for distributions of earnings prior to age 59½.

RiverSource Insurance

riversource.com/insurance

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