

FIRST NIAGARA FINANCIAL GROUP INC  
Form SC 13G  
July 08, 2011

**SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**  
**SCHEDULE 13G**  
**Under the Securities and Exchange Act of 1934**  
**First Niagara Financial Group, Inc.**

(Name of Issuer)  
Common Stock

(Title of Class of Securities)  
33582V108

(CUSIP Number)  
December 31, 2010

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

This Schedule is filed pursuant to Rule 13d-1(b)

The information required in the remainder of this cover page (except any items to which the form provides a cross-reference) shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 ( Act ) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act.

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CUSIP No. 33582V108

NAME OF REPORTING PERSON

Ameriprise Financial, Inc.

1

S.S. or I.R.S. Identification No. of Above Person

IRS No. 13-3180631

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

2

(a)

(b) \*

SEC USE ONLY

3

CITIZENSHIP OR PLACE OF ORGANIZATION

4

Delaware

SOLE VOTING POWER

5

NUMBER OF -0-

SHARED VOTING POWER

6

SHARES  
BENEFICIALLY  
OWNED BY

1,493,067

SOLE DISPOSITIVE POWER

7

EACH  
REPORTING  
PERSON

-0-

SHARED DISPOSITIVE POWER

8

WITH

13,489,489

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

9

13,489,489

CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES

**10**

Not Applicable

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

**11**

6.45%

TYPE OF REPORTING PERSON

**12**

CO

\*This filing describes the reporting person's relationship with other persons, but the reporting person does not affirm the existence of a group.

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CUSIP No. 33582V108

NAME OF REPORTING PERSON  
Columbia Management Investment Advisers, LLC

1

S.S. or I.R.S. Identification No. of Above Person  
IRS No. 41-1533211

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

2

(a)   
(b)

SEC USE ONLY

3

CITIZENSHIP OR PLACE OF ORGANIZATION

4

Minnesota

SOLE VOTING POWER

5

NUMBER OF -0-

SHARED VOTING POWER

6

SHARES BENEFICIALLY OWNED BY 1,493,067

SOLE DISPOSITIVE POWER

7

EACH REPORTING PERSON -0-

SHARED DISPOSITIVE POWER

8

13,489,489

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

9

13,489,489

CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES

**10**

Not Applicable

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

**11**

6.45%

TYPE OF REPORTING PERSON

**12**

IA

\*This filing describes the reporting person's relationship with other persons, but the reporting person does not affirm the existence of a group.

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CUSIP No. 33582V108

NAME OF REPORTING PERSON  
Columbia Marsico 21<sup>st</sup> Century Fund

1

S.S. or I.R.S. Identification No. of Above Person  
IRS No. 13-4108364

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

2

- (a)   
(b)

SEC USE ONLY

3

CITIZENSHIP OR PLACE OF ORGANIZATION

4

Massachusetts

SOLE VOTING POWER

5

NUMBER OF 11,074,473

SHARED VOTING POWER

SHARES BENEFICIALLY OWNED BY 6

-0-

SOLE DISPOSITIVE POWER

EACH REPORTING PERSON 7

-0-

SHARED DISPOSITIVE POWER

WITH 8

11,074,473

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

9

11,074,473

CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES

**10**

Not Applicable

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

**11**

5.30%

TYPE OF REPORTING PERSON

**12**

IV

\*This filing describes the reporting person's relationship with other persons, but the reporting person does not affirm the existence of a group.

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- 1(a) Name of Issuer: First Niagara Financial Group, Inc.
- 1(b) Address of Issuer's Principal Executive Offices: 6950 South Transit Road P.O Box 514  
Lockport, NY 14095
- 2(a) Name of Person Filing: (a) Ameriprise Financial, Inc. ( AFI )  
(b) Columbia Management Investment Advisers, LLC  
( CMIA )  
(c) Columbia Marsico 21st Century Fund( MARISCO 21 )
- 2(b) Address of Principal Business Office: (a) Ameriprise Financial, Inc.  
145 Ameriprise Financial Center  
Minneapolis, MN 55474  
(b) 100 Federal St.  
Boston, MA 02110  
(c) 100 Federal St.  
Boston, MA 02110
- 2(c) Citizenship: (a) Delaware  
(b) Minnesota  
(c) Massachusetts
- 2(d) Title of Class of Securities: Common Stock
- 2(e) Cusip Number: 33582V108
- 3 Information if statement is filed pursuant to Rules 13d-1(b) or 13d-2(b):
- (a) Ameriprise Financial, Inc.
- A parent holding company in accordance with Rule 13d-1(b)(1)(ii)(G). (Note: See Item 7)
- (b) Columbia Management Investment Advisers, LLC
- An investment adviser in accordance with Rule 13d-1(b)(1)(ii)(E)
- (c) Columbia Marsico 21st Century Fund
- An investment company registered under Section 8 of the Investment Company Act of 1940.
- 4 Incorporated by reference to Items (5)-(9) and (11) of the cover page pertaining to each reporting person.
- CMIA, as an investment adviser to MARISCO 21, may be deemed to beneficially own the shares reported herein by MARISCO 21. Accordingly, the shares reported herein by CMIA include those shares separately reported herein by MARISCO 21.
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AFI, as the parent company of CMIA, may be deemed to beneficially own the shares reported herein by CMIA. Accordingly, the shares reported herein by AFI include those shares separately reported herein by CMIA.

Each of AFI and CMIA, and the subsidiaries identified on the attached Exhibit I, disclaims beneficial ownership of any shares reported on this Schedule.

5 Ownership of 5% or Less of a Class: Not Applicable

6 Ownership of more than 5% on Behalf of Another Person:

The clients of Columbia Management Investment Advisers, LLC, a registered investment adviser, including investment companies registered under the Investment Company Act of 1940 and other managed accounts, have the right to receive or the power to direct the receipt of dividends and proceeds from the sale of shares included on this Schedule. As of December 31, 2010, only MARISCO 21, a registered investment company, owned more than 5% of the class of securities reported herein. Any remaining shares reported herein by CMIA are owned by various other accounts managed by CMIA on a discretionary basis. To the best of CMIA's knowledge, none of these other accounts own more than 5% of the outstanding shares.

7 Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company:

AFI: See Exhibit I

8 Identification and Classification of Members of the Group:

Not Applicable

9 Notice of Dissolution of Group:

Not Applicable

10 Certification:

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired in the ordinary course of business and were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired in connection with or as a participant in any transaction having such purposes or effect.

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Signature

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: July 8, 2011

Ameriprise Financial, Inc.

By: /s/ Wade M. Voigt

Name: Wade M. Voigt

Title: Director Fund Administration

Columbia Management Investment Advisers, LLC

By: /s/ Amy Johnson

Name: Amy Johnson

Title: Chief Operating Officer

Columbia Funds Series Trust,  
on behalf of its series Columbia Marsico  
21<sup>st</sup> Century Fund

By: /s/ Scott R. Plummer

Name: Scott R. Plummer

Title: Senior Vice President, Secretary  
and Chief Legal Officer

Contact Information

Wade M. Voigt

Director Fund Administration

Telephone: (612) 671-5682

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Exhibit Index

- Exhibit I Identification and Classification of the Subsidiary which Acquired the Security Being Reported on by the Parent Holding Company.
- Exhibit II Joint Filing Agreement