

GLOBAL CASH ACCESS HOLDINGS, INC.

Filed by
AMERIPRISE FINANCIAL INC

FORM SC 13G/A (Amended Statement of Ownership)

Filed 02/17/15

Address	7250 S. TENAYA WAY SUITE 100 LAS VEGAS, NV 89113
Telephone	702-855-3000
CIK	0001318568
Symbol	GCA
SIC Code	6282 - Investment Advice
Industry	Investment Services
Sector	Financial
Fiscal Year	12/31

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 13G

Amendment #4

Under the Securities and Exchange Act of 1934

Global Cash Access Holdings

(Name of Issuer)

Common Stock

(Title of Class of Securities)

378967103

(CUSIP Number)

December 31, 2014

(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.

CUSIP NO. 378967103

1)	Name of Reporting Person	Ameriprise Financial, Inc.
	S.S. or I.R.S. Identification No. of Above Person	IRS No. 13-3180631
2)	Check the Appropriate Box if a Member of a Group (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/> *	
	* This filing describes the reporting person's relationship with other persons, but the reporting person does not affirm the existence of a group.	
3)	SEC Use Only	
4)	Citizenship or Place of Organization	Delaware
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5) Sole Voting Power	0
	6) Shared Voting Power	533,782
	7) Sole Dispositive Power	0
	8) Shared Dispositive Power	738,384
9)	Aggregate Amount Beneficially Owned by Each Reporting Person	738,384
10)	Check if the Aggregate Amount in Row (9) Excludes Certain Shares	Not Applicable
11)	Percent of Class Represented by Amount In Row (9)	1.13%
12)	Type of Reporting Person	HC

CUSIP NO. 378967103

1)	Name of Reporting Person	Columbia Management Investment Advisers, LLC
	S.S. or I.R.S. Identification No. of Above Person	IRS No. 41-1533211
2)	Check the Appropriate Box if a Member of a Group (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/> *	
	* This filing describes the reporting person's relationship with other persons, but the reporting person does not affirm the existence of a group.	
3)	SEC Use Only	
4)	Citizenship or Place of Organization	Minnesota
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5) Sole Voting Power	0
	6) Shared Voting Power	533,782
	7) Sole Dispositive Power	0
	8) Shared Dispositive Power	738,384
9)	Aggregate Amount Beneficially Owned by Each Reporting Person	738,384
10)	Check if the Aggregate Amount in Row (9) Excludes Certain Shares	Not Applicable
11)	Percent of Class Represented by Amount In Row (9)	1.13%
12)	Type of Reporting Person	IA

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- 1(a) Name of Issuer: Global Cash Access Holdings
- 1(b) Address of Issuer's Principal Executive Offices: 7250 S. Tenaya Way Suite 100
Las Vegas, NV 89113
- 2(a) Name of Person Filing: (a) Ameriprise Financial, Inc. ("AFI")
(b) Columbia Management Investment Advisers, LLC ("CMIA")
- 2(b) Address of Principal Business Office: (a) Ameriprise Financial, Inc.
145 Ameriprise Financial Center
Minneapolis, MN 55474
(b) 225 Franklin St.
Boston, MA 02110
- 2(c) Citizenship: (a) Delaware
(b) Minnesota
- 2(d) Title of Class of Securities: Common Stock
- 2(e) Cusip Number: 378967103
- 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).
- 4 Incorporated by reference to Items (5)-(9) and (11) of the cover page pertaining to each reporting person.
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 disclaims beneficial ownership of any shares reported on this Schedule.
- 5 Ownership of 5% or Less of a Class:
If this statement is being filed to report the fact as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following (X).

6 Ownership of more than 5% on Behalf of Another Person: Not Applicable

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.

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: February 13, 2015

Ameriprise Financial, Inc.

By: /s/ Martha Skinner

Name: Martha Skinner

Title: Director – Financial Reporting – Accounting
and Administration Services

Columbia Management Investment
Advisers, LLC

By: /s/ Amy Johnson

Name: Amy Johnson

Title: COO and Managing Director

Contact Information

Martha Skinner

Director – Fund Administration –
Financial Reporting

Telephone: (612) 671-7086

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

Exhibit I

to

Schedule 13G

Ameriprise Financial, Inc., a Delaware Corporation, is a parent holding company. The classification and identity of the relevant subsidiaries is as follows:

Investment Adviser – Columbia Management Investment Advisers, LLC is an investment adviser registered under section 203 of the Investment Advisers Act of 1940.

Exhibit II

to

Schedule 13G

Joint Filing Agreement

The undersigned persons agree and consent to the joint filing on their behalf of this Schedule 13G dated February 13, 2015 in connection with their beneficial ownership of Global Cash Access Holdings. Columbia Management Investment Advisers, LLC authorizes Ameriprise Financial, Inc. to execute the Schedule 13G to which this Exhibit is attached and make any necessary amendments thereto.

Ameriprise Financial, Inc.

By: /s/ Martha Skinner

Martha Skinner
Director – Financial Reporting – Accounting and
Administration Services

Columbia Management Investment Advisers, LLC

By: /s/ Amy Johnson

Amy Johnson
COO and Managing Director