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Press Release

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FOR IMMEDIATE RELEASE

AMI ASSET MANAGEMENT BOLSTERS INSTITUTIONAL SALES TEAM

Los Angeles, CA – September 28, 2016 - AMI Asset Management, a Los Angeles-based investment management firm which focuses on domestic long-only growth equities, has added two members to its institutional sales team.

Rob Knowles recently joined the firm as the Senior Vice President of Institutional Markets. Mr. Knowles has 22 years of investment experience, working with both institutional and private client investors. Early in his career, he worked in the consulting division of Wilshire Associates, an institutional pension consultant. He spent the next 11 years in sales and client service for Transamerica Investment Management, marketing to pension plans, investment consultants and retail platforms. Most recently, Mr. Knowles worked at Wall Street Associates as the Director of Marketing. He studied Economics at San Diego State and earned his MBA at Loyola Marymount University.

“Rob brings a deep understanding of the institutional marketplace to the table,” said Matt Humiston, the firm’s President. “AMI will be able to leverage the strong relationships he has built within the investment management industry during his successful 22-year career. While the firm has already experienced significant growth over the past few years, we feel that integrating Rob’s skillset into our business development operations will help to significantly accelerate that growth.”

Additionally, the firm hired Anna Cross as a Sales Associate. She will assist with all facets of the firm’s sales, marketing and client servicing operations. Ms. Cross previously worked in the San Francisco Bay Area as a business development associate with Validant Consulting and most recently worked as an administrative coordinator at the University of California, Berkeley. She earned a Bachelor of Arts in Integrative Biology from the University of California, Berkeley.

“Anna is extremely intelligent and will add a lot of value to our sales operation,” said Humiston. “In the short period of time that she’s been at AMI, it has become apparent that her strong work ethic and eye for detail will be a huge asset to our team.”

About AMI Asset Management

Founded in 1994, AMI Asset Management managed approximately \$1.8 billion on behalf of institutions and individuals as of June 30, 2016. The company manages three institutional equity strategies, including U.S. large cap growth equities, U.S. small cap growth equities and U.S. SMID cap growth equities.

If you would like to learn more about AMI Asset Management, please visit the firm’s website at www.amiassetmanagement.com or contact Matt Dorband at 424-320-4007 or mdorband@amiassetmanagement.com.