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Press Release

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FOR IMMEDIATE RELEASE

AMI ASSET MANAGEMENT NAMED TO THE CNBC LIST OF 100 TOP ADVISORS

Los Angeles, CA – March 12, 2020 – AMI Asset Management was recently named to the 2019 CNBC FA 100 list. The list, published annually by CNBC, recognizes those advisory firms that offer comprehensive planning and financial service platforms focused on helping clients mitigate risk and meet their financial goals.

CNBC's objective in creating the list was to provide investors a ranking of advisory firms that offer comprehensive financial planning services to their clients. The ranking is based on a proprietary methodology developed by CNBC partner, AccuPoint Solutions, who culled data from thousands of advisory firms. While firm size was a consideration, the rankings take into consideration a variety of key factors beyond assets under management, including disclosures, number of years in business and number of investment advisors registered with the firm.

"It's an honor to be recognized by CNBC" said Matt Humiston, the firm's President. "AMI takes pride in offering our clients a wholistic approach to wealth management and financial planning. We've spent a lot of time refining our business model to best meet the needs of our clients, and we will continue to develop strategies to offer an exceptional client experience. Our goal of educating those who we advise and helping them to put into place a concrete plan for the protection and growth of their wealth will always be the main focus of what we do here at AMI." said Mr. Humiston.

AMI was founded in 1994 by Bill Tanner, a well-known business manager based in Los Angeles, and has grown into one of the leading boutique wealth management firms in the country. One of the main differentiators AMI believes it offers is its investment philosophy, which was developed by Mr. Tanner. The team follows a unique process of investing in companies with recurring revenue business models, which they define as companies that have products and services with a life span of less than two years. The strategy's goal has been to perform well in

bull markets while not giving away gains in bear markets and has typically carried a lower risk profile than the market.

“Beyond helping our clients plan for their financial affairs that are not related to investing, we feel that we also offer best-in-class strategies to help them protect and grow their assets. While passive management has become prevalent in our industry, we believe in actively managing portfolios. This allows us to build in downside protection, something that investor don’t get by solely mirroring the market.” Mr. Humiston continued.

This was AMI’s second time named to CNBC’s list. They also received the honor in 2018. To see the full list of the 2019 CNBC FA 100 advisors, please [click here](#).

Clients and prospective clients who wish to learn more about AMI are encouraged to contact the Director of Sales & Marketing, Matt Dorband. He can be reached at 424-320-4007 or mdorband@amiassetmanagement.com.

About AMI Asset Management

Founded in 1994, AMI Asset Management advises on approximately \$2.4 billion on behalf of institutions and individuals as of December 31, 2019. The company manages four equity strategies, including U.S. Large Cap Growth Equities, U.S. Small Cap Growth Equities, U.S. SMID Cap Growth Equities and Dividend Growth Equities as well as Taxable, Tax-Exempt and High-Yield fixed income.

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.