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Press Release

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FOR IMMEDIATE RELEASE

AMI ASSET MANAGEMENT ADDS EQUITY ANALYST

Los Angeles, CA – July 22nd, 2016 - AMI Asset Management, a Los Angeles-based investment management firm which focuses on domestic long-only growth equities, has added a new member to its equity research team.

Richard Schimbor will serve as an Equity Analyst for the team. He will be responsible for assisting in all phases of the equity research process, including model construction, news and event tracking, and research projects. Mr. Schimbor joins the firm after recently completing his M.B.A. at the UCLA Anderson School of Management. He began his career as an equity analyst at Falcon Point Capital, a long short hedge fund in San Francisco. Prior to attending business school, Richard served as an Assistant Vice President at U.S. Bancorp where he originated, underwrote and structured credit and capital market transactions for large corporate clients in the Western United States. While attending UCLA, Mr. Schimbor held internships in equity research at both Trust Company of the West and Dalton Investments. Richard received a B.A. in Economics with Highest Honors from the University of California, Berkeley.

“We couldn’t be happier to bring an analyst with Richard’s skill set aboard,” said the firm’s Chief Investment Officer, Chris Sessing. “His previous experience in analyzing companies for both equity and credit investment will translate well to the AMI way of thinking.”

Mr. Schimbor is replacing Zach Robinow, a junior equity analyst who recently left the firm to pursue a career outside of the investment industry. Richard will focus on the Consumer Staples and Consumer Discretionary sectors which were previously the responsibilities of Mr. Robinow.

Clients and perspective clients who wish to speak directly to Mr. Schimbor are encouraged to contact the Director of Sales & Marketing, Matt Dorband, who can arrange a call. He can be reached at 424-320-4007 or mdorband@amiassetmanagement.com.

About AMI Asset Management

Founded in 1998, AMI Asset Management managed approximately \$1.8 billion on behalf of institutions and individuals as of June 30, 2016. The company runs three 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.