



## **AMG Opens Asia Sales and Marketing Office**

January 18, 2011

BOSTON and HONG KONG, Jan 18, 2011 (BUSINESS WIRE) --

Affiliated Managers Group, Inc. (NYSE: AMG) today announced the opening of an office in Hong Kong, extending the global institutional distribution capabilities of its Affiliates in the Asian marketplace.

AMG is a global asset management company with equity investments in leading boutique investment management firms. AMG's innovative partnership approach allows each Affiliate's management team to own significant equity in their firm while maintaining operational autonomy. AMG's strategy is to generate growth through the internal growth of existing Affiliates, as well as through investments in new Affiliates. In addition, AMG provides centralized assistance to its Affiliates in strategic matters, marketing, distribution, product development and operations. The aggregate assets under management of AMG's Affiliates are over US\$300 billion in more than 350 investment products across a broad range of investment styles, asset classes and distribution channels.

"Asia's growing pool of institutional investors requires sophisticated solutions and high-quality investment expertise. The Hong Kong office will put AMG Affiliates in a stronger position to build their brands, participate in new search activity and win new mandates," said Nate Dalton, AMG's Executive Vice President and Chief Operating Officer. "Several of our Affiliates already maintain a presence in Asia, and these resources will provide a strong foothold for Affiliates looking to expand their profile in this region."

Through this distribution platform, AMG will provide institutional investors in Asia with investment services and products offered by its Affiliates across multiple investment styles and asset classes including global equities, credit, currency and asset allocation. AMG's Affiliates are recognized for their long-term track records, consistent adherence to their unique investment processes and the strength of their management teams. With sales and marketing offices covering Asia, Australia, Europe, and the Middle East, the AMG distribution platform enhances the global reach of its Affiliates' marketing efforts, and clients outside the U.S. now generate over 50 percent of AMG's earnings.

The Hong Kong office is managed by James Sim, Managing Director. Mr. Sim joined AMG from Columbia Management (formerly part of Bank of America Merrill Lynch), where he was CEO and Regional Head of Sales and Marketing for the Asia Pacific region responsible for management, sales and marketing, as well as client servicing. Mr. Sim previously held similar roles at Principal Global Investors and Morgan Stanley Asset Management. Mr. Sim received an MBA in Finance from the Wharton School, University of Pennsylvania and a BSEE from Purdue University.

Mr. Dalton added, "We are pleased to have James lead our distribution effort in Asia. His detailed knowledge of the institutional marketplace and his long-standing contacts in the region will be an invaluable resource to our Affiliates going forward."

"Institutional investors in Asia are seeking out global investment managers with proven expertise in global equities and alternative investments to help diversify their portfolios, and AMG's outstanding Affiliates offer a broad range of investment products and proven strategies in these areas," said Mr. Sim. "AMG's commitment to the region provides our Affiliates with a strong foundation on which to build new client relationships and expand our respective businesses."

*Certain matters discussed in this press release may constitute forward-looking statements within the meaning of the federal securities laws. Actual results and the timing of certain events could differ materially from those projected in or contemplated by the forward-looking statements due to a number of factors, including changes in the securities or financial markets or in general economic conditions, the availability of equity and debt financing, competition for acquisitions of interests in investment management firms, the ability to close pending investments, the investment performance of our Affiliates and their ability to effectively market their*

investment strategies, and other risks detailed from time to time in AMG's filings with the Securities and Exchange Commission. Reference is hereby made to the "Cautionary Statements" set forth in the Company's Form 10-K for the year ended December 31, 2009.

AMG routinely posts information that may be significant for investors in the Investor Information section of its website, and encourages investors to consult that section regularly. For additional information, please visit [www.amg.com](http://www.amg.com).

SOURCE: Affiliated Managers Group, Inc.

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