



6 March 2013

## Artisan Partners Asset Management Inc. Prices Initial Public Offering

Milwaukee, Wisconsin. Artisan Partners Asset Management Inc. (the "Company") announced today the pricing of its initial public offering of 11,054,156 shares of Class A common stock at a price to the public of \$30.00 per share. The Company has granted the underwriters an option to purchase up to 1,658,123 additional shares at the initial public offering price less underwriting discounts and commissions. The Company's Class A common stock is expected to begin trading on the New York Stock Exchange under the symbol "APAM" on 7 March 2013. The offering is expected to close on 12 March 2013, subject to customary closing conditions.

Artisan Partners Limited Partnership ("Artisan Partners"), the Company's primary operating entity upon completion of the initial public offering, is an independent investment management firm focused on providing high value-added, active investment strategies to sophisticated clients globally. Artisan Partners has five autonomous investment teams that oversee twelve distinct U.S., non-U.S. and global investment strategies. Each strategy is offered through multiple investment vehicles, including Artisan Partners Funds, Inc., to accommodate a broad range of client mandates. As of 15 February 2013, Artisan Partners had approximately \$79.5 billion in assets under management.

A registration statement relating to the Company's Class A common stock has been filed with and declared effective by the Securities and Exchange Commission. The offering is being made only by means of a prospectus. Copies of the final prospectus relating to this offering, when available, may be obtained from Citigroup Global Markets, Inc., c/o Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, NY 11717, telephone: 800.831.9146, email: batprospectusdept@citi.com; or Goldman, Sachs & Co., Prospectus Department, 200 West Street, New York, NY 10282, telephone: 866.471.2526, facsimile: 212.902.9316, email: prospectus-ny@ny.email.gs.com.

This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such an offer, solicitation or sale would be unlawful prior to the registration or qualification under the securities laws of such state or jurisdiction.

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