

Form ADV – Part 2B

James River Asset Management, LLC
604 Moorefield Park Drive, Suite 102
Richmond, VA 23236
804.323.0517

CRD #117917

February 15, 2012

This brochure supplement provides information about Robert L. Fitch, Alvin H. Miller, Jr. and Brian T. Hennaman that supplements the James River Asset Management, LLC's brochure. You should have received a copy of that brochure. Please contact Alvin H. Miller, Jr., Chief Compliance Officer, if you did not receive James River Asset Management, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Robert L. Fitch, Alvin H. Miller, Jr. and Brian T. Hennaman is available on the SEC's website at www.adviserinfo.sec.gov.

ROBERT L. FITCH

Educational Background

Robert L. Fitch, 65 (1946)
Campbell University, B. A. Economics, 1969

Business Background

President, James River Planning Services, Inc. (founded in 1982) and James River Asset Management, LLC

Disciplinary Information

No legal or disciplinary events of any nature.

Other Business Activities

- James River Planning Services, Inc. – insurance
- Registered representative of American Portfolios

Additional Compensation

Commissions from above activities

Supervision

Chief Compliance Officer, Alvin H. Miller, Jr. (804)323-0517
Investment advisory representatives are subject to supervision including but not limited to:

- Review of sales and investment related correspondence
- Pre-trade clearance of stock trades in their personal accounts
- Investment strategy reviews prior to client meetings for verifying suitability of recommendations

Arbitration, Bankruptcy, and Disciplinary Actions

Not applicable.

Additional information about Robert L. Fitch is available on the SEC's website at www.adviserinfo.sec.gov (CRD #208913).

ALVIN H. MILLER, JR.

Educational Background

Alvin H. Miller, Jr., 60 (1951)
University of Richmond, B.A. Economics, 1974

Business Background

Vice-President, James River Asset Management, LLC – January 1995 to present

Disciplinary Information

No legal or disciplinary events of any nature.

Other Business Activities

Registered representative of American Portfolios

Additional Compensation

Income from above

Arbitration, Bankruptcy, and Disciplinary Actions

Not applicable.

Additional information about Alvin H. Miller, Jr. is available on the SEC's website at www.adviserinfo.sec.gov (CRD #1074249).

BRIAN T. HENNAMAN

Educational Background

Brian T. Hennaman, 39 (1972)

United States Military Academy, B.S. Systems Engineering, 1995

Business Background

President, James River Asset Management, LLC – February 2012 to present

Financial Advisor, Investors Security Company - November 2007 to January 2012

Investment Advisor Representative, Old Dominion Asset Management, Inc. – November 2005 to November 2007

Disciplinary Information

No legal or disciplinary events of any nature.

Other Business Activities

- James River Planning Services, Inc. – insurance
- Registered representative of American Portfolios

Additional Compensation

Income from above activities

Arbitration, Bankruptcy, and Disciplinary Actions

Not applicable.

Supervision

Chief Compliance Officer, Alvin H. Miller, Jr. (804)323-0517

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- Review of sales and investment related correspondence
- Pre-trade clearance of stock trades in their personal accounts
- Investment strategy reviews prior to client meetings for verifying suitability of recommendations

Additional information about Brian T. Hennaman is available on the SEC's website at www.adviserinfo.sec.gov (CRD #3084766).