

This brochure supplement provides information about Jonathan Gideon Riley that supplements the RILEY FRIEDMAN ASSET MANAGEMENT brochure. You should have received a copy of that brochure. Please contact Jonathan Gideon Riley, Managing Member if you did not receive RILEY FRIEDMAN ASSET MANAGEMENT's brochure or if you have any questions about the contents of this supplement.

Additional information about Jonathan Gideon Riley is also available on the SEC's website at www.adviserinfo.sec.gov.

RILEY FRIEDMAN ASSET MANAGEMENT
Form ADV Part 2B – Individual Disclosure Brochure

for

Jonathan Gideon Riley

Personal CRD Number: 2947957

Investment Adviser Representative

RILEY FRIEDMAN ASSET MANAGEMENT

4984 El Camino Real, Suite 101

Los Altos, California 94022

(650) 988-1088

jon@rfasset.com

UPDATED: 8/31/2011

Item 2: Educational Background and Business Experience

Name: Jonathan Gideon Riley

Born: 1976

Education Background and Professional Designations:

Education:

BS Economics, Santa Clara University - 1998

Business Background:

2011 - Present	Managing Member/President RILEY FRIEDMAN ASSET MANAGEMENT
2003 - 2011	Vice President Lehrer Management Co.
2000 - 2002	Portfolio Manager Lehrer Management Co.

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Jonathan Gideon Riley is not engaged in any investment-related business or occupation (other than this advisory firm).

Item 5: Additional Compensation

Other than salary, annual bonuses, regular bonuses, Jonathan Gideon Riley does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through RILEY FRIEDMAN ASSET MANAGEMENT.

Item 6: Supervision

As an owner and representative of RILEY FRIEDMAN ASSET MANAGEMENT, Jonathan Gideon Riley supervises all duties and activities. Jonathan Gideon Riley's contact information is on the cover page of this disclosure document.