

CRATE DARRELL W  
Form 4  
February 18, 2011

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
CRATE DARRELL W

2. Issuer Name and Ticker or Trading Symbol  
AFFILIATED MANAGERS GROUP INC [AMG]

5. Relationship of Reporting Person(s) to Issuer  
(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
02/16/2011

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Executive V.P. and CFO

C/O AFFILIATED MANAGERS GROUP, INC., 600 HALE STREET  
(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

PRIDES CROSSING, MA 01965

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
				Code	V	Amount	
Common Stock	02/16/2011		M		1,611	A	\$ 62.04 3,111 D
Common Stock	02/16/2011		F		700	D	\$ 111.21 3,111 D
Common Stock	02/16/2011		M		79,667	A	\$ 45.27 3,111 D
Common Stock	02/16/2011		S		100,000	D	\$ 112.1 (1) 3,111 D
Common Stock	02/17/2011		M		20,333	A	\$ 45.27 3,111 D

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Common Stock      02/17/2011      S      20,333      D      \$ 111.43      3,111      D      (2)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable      Expiration Date	Title      Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 62.04	02/16/2011		M	1,611	12/31/2010      07/21/2016	Common Stock      1,611
Employee Stock Option (Right to Buy)	\$ 45.27	02/16/2011		M	79,667	12/31/2007      07/27/2014	Common Stock      79,667
Employee Stock Option (Right to Buy)	\$ 45.27	02/17/2011		M	20,333	12/31/2007      07/27/2014	Common Stock      20,333

## Reporting Owners

Reporting Owner Name / Address	Relationships
CRATE DARRELL W C/O AFFILIATED MANAGERS GROUP, INC. 600 HALE STREET	Director      10% Owner      Officer      Other Executive V.P. and CFO

PRIDES CROSSING, MA 01965

## Signatures

/s/ John Kingston, III,  
Attorney-in-Fact

02/18/2011

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The sale price reflects the weighted average sales price of the shares sold; the individual transaction prices ranged from \$111.81 to \$112.66. Specific transaction details will be provided to the SEC upon request.
- (2) The sale price reflects the weighted average sales price of the shares sold; the individual transaction prices ranged from \$111.20 to \$111.80. Specific transaction details will be provided to the SEC upon request.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.