



Henniker River to Re-Launch as Ascentage Group

New name reflects core value proposition -- helping technology companies evolve and scale their businesses

CONCORD, N.H., April 14 /PRNewswire/ -- Henniker River Group and its affiliate, Henniker River Advisors is pleased to announce the re-naming of the companies to Ascentage Group LLC and Ascentage Advisors LLC. Together the Ascentage companies provide business evolution consulting and merger and acquisition advisory services to technology companies.

Commenting on the name change, Drew Ogden, Managing Partner of Ascentage Group said: "Our business is all about helping clients grow, or scale, to a new level of success. Together, we identify the opportunities and evolve strategies for scaling obstacles to growth. For more than ten years we successfully directed technology start ups and established firms who needed to launch, revitalize or reposition themselves in the marketplace."

Ascentage Group typically acts as an extension of their clients' management team, deploying a team of seasoned partners and affiliates with a range of executive level operating experience. Companies turn to Ascentage to help them scale a business, break through a plateau, streamline sales operations, improve financial procedures, introduce new products or position the company for an exit.

John Biver, Eagle Point Software Inc. Chairman and CEO remarked: "In my mind, I consider Ascentage an integral part of our executive team, thinking through every step of our evolution. They help us answer the question 'how do we take our company from where we are today, to where we want to be in the future.' Ours is more of an operational strategy change, working on many aspects of our business -- long-term planning, operations, partnerships, finance, and new products."

Rick Fiery, CEO of start-up Envista Software is a repeat client. He explained: "From inception to exit, Ascentage can help at every stage of a company's evolution. We first engaged them when I was CEO of Infracore. They were with us as we grew by 40%, and helped establish US sales channels for our European-based company. Then, they guided us through the strategic aspects of Infracore's acquisition by Bentley Systems Inc. Now, at Envista, they've been part of our team since our first round of venture financing. We jointly implemented a product and market validation methodology which soon led to essential feature changes, dramatically increasing the level of interest from prospects."

The name change will take effect on May 1, 2008 at which time <http://www.ascentagegroup.com> becomes active.

About Ascentage

Ascentage is a technology-focused business development and M&A advisory firm that provides companies on-going systematic guidance for management decisions and business creativity. The Members of Ascentage act as an extension of the management teams of our clients by actively participating with those companies in a role similar to a company executive.

Team members include:

Drew Ogden, former Vice President of Legal and Business Development at Softdesk, Inc and a

partner at Frankel, Murphy & Ogden, an intellectual property law firm.

Ted Chumas, previously Vice President of Sales at Framework Technology, a venture backed startup and Vice President, Professional Solutions Division of Softdesk, Inc., which merged with Autodesk, Inc. in early 1997.

Larry Nuttall, co-founder of the technology software venture, Newforma, Inc. and Vice President, U.S. Sales for Microsoft Business Solutions and Great Plains Software Inc.

Mary Connaughton, CPA, formerly of the Boston office of Ernst & Young, and Chief Financial Officer of the Massachusetts State Lottery, currently serving on the board of directors of the Massachusetts Turnpike Authority, and a member of the Massachusetts Commission on Judicial Conduct.

Becky Stevens, Marketing Consultant and Principal of Virtual Marketing LLC, a company that has provided results-driven marketing services to technology companies since 1994.