

For Immediate Release

## **New Ascentage Website Explains How Group Can Help Tech Firms Accelerate Business Growth**

Concord, New Hampshire – March 3, 2009 – Ascentage Group LLC, which recently completed its name change from Henniker River Group, has launched a new website that reflects the company's re-branding. The website, <http://www.ascentagegroup.com>, describes Ascentage Group's new, expanded business development services and how it can guide the growth, evolution, and exit objectives of small to mid-sized technology companies.

For over ten years, the company now known as Ascentage has successfully directed technology start ups and established firms who needed to launch, expand or reposition themselves in the marketplace. Its clientele have included hardware, software, and Internet service companies offering solutions for engineering, CAD, GIS, mobile/PDA, automation, medical, and human capital management.

One client that has used the full range of Ascentage Group's services is AIRS Human Capital. "Ascentage Group helped AIRS achieve a new level of success during our three-year relationship," commented Chris Foreman, former CEO AIRS Human Capital, now with The RightThing. "They were an excellent fit for our company and helped round out our team. We didn't have a complete management team in place to deal with every key business issue we encountered and Ascentage filled that gap. Together, we identified opportunities, evolved strategies for scaling obstacles to growth, and ultimately realized our value through the acquisition by The RightThing. We couldn't have done it without Ascentage."

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 and industry domain experience. Companies turn to Ascentage to help them scale a business, break through a plateau, raise money, validate and introduce new product opportunities, streamline sales operations, build distribution channels, find and market to new customers, establish financial controls, hire the right people, protect intellectual property, or position the company for an exit.

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### **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. We have expertise in specialized technology fields including Internet applications, office automation, bioinformatics, mobile software, computer-aided design (CAD), geographic information systems (GIS) and mapping, and strategic asset management.

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