

# Ascenture Hotel Group Changes its Name to Riley Hotel Group

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**New Luxury Brand is Launched** Ascenture Hotel Group has announced that it will change its name to Riley Hotel Group effective immediately.

**Akron, OH, January 12, 2012 (PressReleasePoint)** -- Ascenture Hotel Group has announced that it will change its name to Riley Hotel Group effective immediately.

Since 2003, AHG has consistently provided superior levels of customer satisfaction and service and has been named in the top 100 Hotel Management companies for the past two years.

"In an effort to further support the development of our premier luxury brand and our projected growth worldwide, all while presenting an integrated and cohesive message to our business and consumer clientele, Ascenture is becoming Riley Hotel Group," announced company president Joe Moffa.

The goal is to provide the same outstanding or better levels of customer service that AHG currently provides its managed properties, while allowing the organization to evolve towards a new standard of luxury under the Riley name.

"With the luxury segment continuing to lead the recovery of the hospitality industry worldwide, we felt it was the ideal time to introduce our luxury brand," Mr. Moffa explained.

AHG currently manages 14 properties in the United States that include Hilton Garden Inn, Holiday Inn Express, and Hampton Inn and one in the Dominican Republic. There are currently two more projects in development in the US, and several international projects are in negotiations.

## About Riley Hotel Group

Established in 2003, Riley Hotel Group is a premier luxury development and management company dedicated to helping hotel owners provide superb levels of service. Riley provides lucrative partnerships to investment groups, developers, owners, and operators. The company's portfolio includes independent and franchised hotels in Michigan, Ohio, Georgia, and Wyoming. Riley offers real estate brokerage, hospitality consulting, creative design, employee training, sales and marketing, and joint venture opportunities. For more information, visit [www.rileyhotelgroup.com](http://www.rileyhotelgroup.com)

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