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**Nova HRC Announces Launch of New Website**  
Nova Hotel Renovation & Construction Launches [www.novahrc.com](http://www.novahrc.com)

**Clearwater, Fla.** (September 29, 2011) – Nova HRC, a world-renowned hotel renovation and construction company, announced today the launch of its new, expanded corporate website, [www.novahrc.com](http://www.novahrc.com). Designed to better serve its investors and clients, the new website highlights the company's history, global portfolio, industry experience, and multi-faceted services.

The new website, designed and developed by Hype Group, provides a high-quality user experience with an enhanced channel to provide ongoing press updates, social media interaction, an expanded project portfolio, and executive bios.

"We are really excited about the launch of our new website as it is a great platform to illustrate our capabilities and showcase our various projects," said Keith Ripel, Director of Sales and Marketing at Nova HRC.

Hype Group, a full-service advertising and design firm in St. Petersburg ([www.hypegroup.net](http://www.hypegroup.net)), built the custom website with the Nova HRC attention-to-detail in mind. The Hype Group team was responsible for website strategy and concept, content writing, design, and website development work.

"The staff at Nova HRC is a pleasure to work with," said Hype Group President Brooke Gast. "We admire their quality of work and professionalism with both clients and vendors alike."

Nova HRC specializes in global hospitality renovation and construction projects, servicing all segments in the industry. The company directors and executive staff are a fusion of hoteliers and construction team members, which gives the company its dynamic approach. Nova Hotel Group has offices in Florida, California, and London and currently employs approximately 300 team members.

In the past three years, Nova HRC has performed approximately \$250 million worth of hospitality renovation and construction work throughout the world. They have most recently completed the restoration of a historic English manor in East Grinstead, UK. Other notable projects include work with the Ritz Carlton, Radisson, Marriott, Interstate, and Choice Hotels as well as a variety of independently owned properties.

More information about Nova HRC is available at: [www.novahrc.com](http://www.novahrc.com).

**About Hype Group:** Located in St. Petersburg, FL, Hype Group is a full-service marketing, advertising and public relations company that provides innovative design and marketing solutions for clients. Hype Group has experience in branding and creative design, marketing strategy and consultation, public relations, print production, sales materials, interactive design, and development and market research. Visit [www.hypegroup.net](http://www.hypegroup.net) for information.

**Editors Note:** For more information or to schedule an interview contact [info@hypegroup.net](mailto:info@hypegroup.net) or call 727.623.9085.

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