

Zephyr Associates acquired

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Zephyr Associates Inc., a Zephyr Cove-based developer of analytical software tools for the financial management services industry, has been acquired by Tennessee-based Kemmons Wilson Companies.

No terms of the acquisition were released, but Zephyr, founded in 1994 at Lake Tahoe, is Kemmons Wilson's fifth acquisition in the investment management industry.

Kemmons Wilson Inc., named for the late founder of Holiday Inns, has interests in other industries, too, including hospitality, insurance, real estate, aviation and resort time-sharing.

"The Wilson family has a successful track record in bringing their business acumen, substantial financial resources, clear vision and professional integrity to their business partnerships," said Aaron Moore, executive vice president/chief technology officer at Zephyr.