

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATION CODE
AND SRC RULE 17.2 (c) THEREUNDER

1. **9 August 2008**
Date of Report
2. SEC Identification No: **AS093-7946** 3. BIR Tax Identification No: **003-831-302-000**
4. **Alliance Global Group, Inc.**
Exact name of issuer as specified in its charter
5. **Metro Manila**
Province, Country or other jurisdiction of incorporation or organization
6. (SEC use only)
Industry classification code
7. **20th Floor, IBM Plaza Bldg., Eastwood City CyberPark
188 E. Rodriguez, Jr. Avenue, Bagumbayan
Quezon City, Metro Manila, Philippines**
Address of issuer's principal office
8. **(632) 911-2949 to 52**
Issuer's telephone number, including area code
9. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA:

Title of Class	No. of Shares of Common Stock Outstanding
Common	10,216,951,979
10. Item 9 (b)

Alliance Global Group, Inc. ("AGI") is pleased to announce that it has entered into definitive agreements with Star Cruises Limited ("SCL") wherein SCL shall acquire, through its wholly-owned subsidiaries, an aggregate of 50% (direct and indirect) interests in Travellers International Hotel Group, Inc. ("Travellers"), a subsidiary of AGI, for a total consideration of US\$335 million. The agreements allow AGI and SCL to pursue strategic and collaborative arrangements in relation to the development and operation of leisure and entertainment projects in the Philippines, starting with the Newport City and Bagong Nayong Pilipino Entertainment City Manila projects.

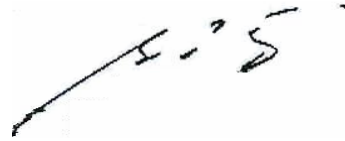
SCL is a Hong Kong based publicly listed company and considered the 3rd largest cruise line operator in the world.

SIGNATURE

Pursuant to the requirements of the Securities Regulation Code, the Issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

ALLIANCE GLOBAL GROUP, INC.

By:

A handwritten signature in black ink, appearing to read 'DINA INTING', is written over a faint rectangular box.

DINA INTING
*FVP for Finance and
Corporate Information Officer*