

**FOR IMMEDIATE RELEASE**

Contact: The Knowland Group  
(202) 842-9244  
MEsposito@KnowlandGroup.com

## **The Knowland Group Begins Service in San Diego, CA**

### **Market Intelligence Firm Strengthens Its California Position**

Washington, DC (October 26, 2006) — The Knowland Group announced today that it began service in the San Diego, CA market in June.

San Diego, California's second largest city is famous for its perfect weather, its 70 miles of beaches and its popular attractions like the renowned San Diego Zoo, Sea World San Diego and LEGOLAND California. Its appeal is its variety of things to see and do.

Variety is also the reason that The Knowland Group has been able to achieve its current position as the most in-demand provider of market intelligence to hotel group sales. Its merging of an online application with daily email reports provides different options to appeal to the preferences of its clients. The combination has been so well received, that it has put the company's service in the hands of over 300 hotels and hospitality related organizations in more than 45 markets across the United States and Canada. But innovative thinking is just one piece of the company's success strategy. The other element is its continued quest for quality. The Knowland Group understands the importance of putting the client's needs first, and that is exactly what they did. "We want our clients to know that we believe in the value of our service," said Michael K. McKean, the firm's managing director. "And we have made a commitment to make it even better."

San Diego's attraction lies in its ability to provide its visitors with options. The Knowland Group has used this same principle to achieve its own remarkable success.

**About The Knowland Group** | Headquartered in Washington, D.C., The Knowland Group provides market intelligence services to the hospitality industry. Through the use of technology-based business practices, The Knowland Group is able to offer services at a speed, ease of use and quality that is unprecedented in the hospitality industry. Much more than just a reader board service, The Knowland Group's services include providing clients with qualified group sales leads, event planner contact information, upcoming events suited to their properties, and detailed information on group activities in their competitive set. For more information, visit [www.KnowlandGroup.com](http://www.KnowlandGroup.com) or call (202) 842-9244.