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The Knowland Group Begins Service in Milwaukee, Wisconsin

Market Intelligence Firm Continues Expansion – Offers Group Sales Leads in Tenth Midwest Market

Washington, D.C. (April 25, 2006)—The Knowland Group announced today that it is expanding into the Milwaukee, Wisconsin market.

Milwaukee is growing in popularity as a meeting destination. It boasts state-of-the-art convention facilities located adjacent to the Midwest Airlines Center. The city's bustling downtown offers an array of shopping, dining and nightlife options, including the RiverWalk, Water Street Entertainment District, Downtown Theater District, museums, and sports, in addition to over 3,000 hotel rooms. Add to that the city's readily available taxi and limo service and public transportation, and it isn't difficult to see why The Knowland Group has chosen to work with hotels in the area.

One of the many reasons why Knowland has experienced such rapid growth has been its ability to assess the potential of emerging markets; and then provide hotels within those markets the tools to maximize group sales revenue. Milwaukee, which plans to unveil six new additions to its cityscape between 2005 and 2008, is an emerging market to be reckoned with. "With its emphasis on affordability and its ethnically-diverse population whose influence permeates so many aspects of the city's culture, Milwaukee has something to offer every traveler," said Mike McKean, the Knowland Group's Managing Director.

Because Milwaukee has made such a major investment in its tourism business in the past and plans to continue this trend in the future, it is well on its way to becoming one of the major meeting destinations in the country. The Knowland Group will work with the city's hospitality industry to help them reach that goal by providing them with targeted sales leads.

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. 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 or call, (202) 842-9244.