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## The Knowland Group™ Opens 100 Seat Call Center in Salisbury MD

### **Market Intelligence Firm Continues Expansion, Opens Combined Call, Operations Center on Maryland's Eastern Shore**

Washington, DC (July 6, 2007) — The Knowland Group™ announced today that it opened a vastly expanded call/operations center in April, 2007.

Anticipating that its growth will continue at the same rapid pace as in its first two and a half years, The Knowland Group™ has instituted a new call center to make communication between itself and its customers much more fluid. In addition to facilitating expanded customer service, the new facility will have room for over 100 highly trained and qualified researchers, hospitality sales assistants and sales professionals.

Designed foremost to represent the zenith of hospitality sales and marketing research, Knowland™ personal will be charged with carrying out detailed contact research, event follow up activities, future needs surveys and much, much more. And In conjunction with the launch of Knowland INSIGHT™, highly trained and qualified Knowland™ sales assistants and professionals will stand waiting at hoteliers beck and call, available to conduct in depth hospitality sales activities, from in depth research to appointment setting, to full life cycle ownership of targeted group business on a commission-based payment model.

The decision to open the Salisbury location fits in well with Knowland's™ stated mission of becoming the number one brand associated with hospitality sales and marketing services, of applying cutting-edge, novel and break-through technologies to the acquisition of new business for hotels and hoteliers and of striving continuously to add value to its clients at each and every turn. "We believe that the new call center will allow us to meet our clients ever changing needs faster and more efficiently." Said Michael K. McKean, the firm's chief executive officer, "and are excited by the possibilities of brining cutting edge new products and services more rapidly to the market!"

**About The Knowland Group™** | Headquartered in Salisbury, MD, The Knowland Group™ is a premier provider of sales and marketing products and services to the hospitality industry world wide. Single minded in its goal to add client value, Knowland™ is a proven innovator, consistently striving to develop market changing products and services. For more information, visit [www.KnowlandGroup.com](http://www.KnowlandGroup.com) or call 888.841.2289.