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## **The Knowland Group Launches Knowland READERS 2.0**

### **Market Intelligence Firm Enhances its Signature Technology with Even More Features Than Before**

Washington, DC (October 26, 2006) — The Knowland Group, known for its leadership role in the creation of reader board technology, announced today the release of Knowland READERS 2.0.

As part of the company's continued commitment to apply cutting edge, novel and break-through technologies to the acquisition of new business for hotels and hoteliers, The Knowland Group has taken its most recognized product and greatly enhanced it. Group sales professionals will now find it even more effective in generating a consistent stream of new group business.

A very small sampling of the product's exciting new features include:

- Fully configured daily reader board reports customized according to each user's preferences
- Added productivity tools that allow clients to track return on investment quickly and easily (*without additional work!*)
- Additional details about each group's meeting history including size, number of days, brand utilized, property, city and more – designed to make determining future events even easier!
- Additional details on telephone verified contact research reports including:
  - The group's next event – date, preferences, decision criteria, size
  - Rate information for previous events
  - Meeting planner contact details and relationships with existing hotels

This latest version of Knowland READERS will save users time, energy and money! It is just one more example of how much The Knowland Group values its customers. "We knew we had a terrific product with the original version," said Michael K McKean, the firm's managing director, "signing over 350 clients within two years. But that didn't stop us from making it even better! We continuously strive to add value to our clients, it's one of our company's core beliefs."

**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.