

For Immediate Release

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**Knowland Receives *Customer Interaction Solutions Magazine's*
2010 Product of the Year Award**

Target Net Honored for Exceptional Innovation in Hospitality Business Development Software

McLean, VA, 1/13/11 – [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, announced today that [Target Net](#) has received a 2010 Product of the Year Award from [Technology Marketing Corporation's](#) (TMC®) [Customer Interaction Solutions](#) magazine. The award is given annually to companies based on their vision, leadership, and diligence.

“Target Net has demonstrated excellence as well as provided ROI for hotels across the country,” said [Rich Tehrani](#), CEO, TMC. “Customer Interaction Solutions magazine has been honoring innovative companies for 13 years and the Knowland Group has earned its place with this distinguished honor.”

Launched in 2010, Target Net has proven itself a revolutionary sales force automation and meetings management tool for the global hospitality industry. The web-based software assists hotel sales managers with everything from generating new leads to turning those opportunities into bookings and planning the event down to every menu, meeting space, and table configuration. Target Net is true Sales Force Automation that lets hotel sales teams quickly and efficiently get down to business. Not only is it Software-as-a-Service (SaaS), this innovative tool is also available on iPhones and iPads, giving clients instant access to all their sales information whether they're at work, at home, or on the road.

“We are honored to be the recipient of such a prestigious award,” said Knowland CEO [Michael K. McKean](#). “Target Net is the only sales force automation and meetings management tool of its kind and we look forward to expanding its client base to hoteliers across the globe.”

Customer Interaction Solutions magazine is the leading publication covering CRM, call centers, and teleservices since 1982. The 13th Annual Product of the Year Award winners are featured in the January 2011 issue of the magazine and at www.cismag.com.

About The Knowland Group

The Knowland Group is a proven innovator, developing intuitive marketing products and services that streamline and support event and group sales in the hospitality industry. The company, headquartered in McLean, VA, serves over 3,000 hotel clients and 25,000 users globally. Knowland was ranked as the fifth fastest growing software company (public or private) in North America by [Deloitte](#) and the second fastest growing private

company in the travel industry for both 2009 and 2010 by [Inc. Magazine](#). For more information, visit www.KnowlandGroup.com, call 410-860-2270, or follow us on Twitter [@knowlandgroup](#).

About Customer Interaction Solutions

Since 1982, [Customer Interaction Solutions](#) (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. CIS magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, Customer Interaction Solutions strives to continue to be the publication that holds the quality bar high for the industry. Please visit www.cismag.com for more information.