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Knowland Signs 1,500th Client

2008 sees fourth consecutive year with over 100% growth for innovative hotel sales and marketing firm

Salisbury, MD 12/23/08 – The Knowland Group announced today the signing of their 1,500th client. This astounding number represents a 116% growth over the firm's client base in 2007 and the fourth consecutive year in a row in which the firm inked triple digit increases. Directly attributable to the company's commitment to add client value, respond to client needs and innovate at a relentless pace, Knowland is poised to continue its impressive streak with the launch of new products and services in 2009.

A proven leader in the hospitality Industry, Knowland has been providing sales and marketing solutions to hotels since 2004. Their breakout products, Readers 2.0, and INSIGHT, have been responsible for fueling their success. In addition to these exceptionally well received offerings, the firm has been working on new products and services ideally suited to assist hotel sales and marketing efforts in early 2009.

With just over 1,500 hotels on board as the year comes to an end, 2009 is sure to only raise the bar even higher for The Knowland Group. "This growth is just an indicator of things to come," Knowland's CEO Michael K. McKean stated. "With the knowledge and technology we have in place, our possibilities are immeasurable." The staff is busily preparing for the New Year and the new endeavors it will bring.

About Knowland Group

Headquartered in Salisbury, MD, The Knowland Group is a premier provider of sales and marketing products and services to the hospitality industry worldwide. Poised as a leader in the industry, Knowland serves over 100 markets within the United States, Canada and beyond. 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 or call 410.860.2270.