

**For Immediate Release**

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**Knowland Signs 2,000th Client**

*Innovative firm's products help hoteliers find and book more meetings and events*

**Salisbury, MD, 09/01/09** – The Knowland Group announced today the signing of their 2,000th client. The firm has had four consecutive years of triple-digit growth and was recently named second fastest growing privately owned travel company in the U.S. by [Inc. magazine](#).

The Knowland Group creates online applications to support hotel event and group sales. Knowland Readers and Insight have revolutionized hospitality sales by providing a user-friendly online application that allows access to a database of virtually every event in North America, historical data, next-day comp reports, a detailed lead generator, lead assignment and ROI tools, and much more. Joining the lineup in 2009 is Target Net, a Web platform that integrates every major function in the event booking process, which has the potential to be another industry game changer. Target Net creates a tool for sales teams and managers to manage accounts, track goals, create documentation (proposals, contracts, BEOs) and even make floor configurations and set menus.

The Knowland Group prides itself on relentless innovation and outstanding customer service. "When working with a sales force, their needs, naturally, are addressing the concerns of their own customers," says Michael K. McKean, Knowland CEO. "We provide the means to efficiently find the right groups and events for the property, allowing them to maximize occupancy and focus on serving their clients." From intuitive Web applications to an Event Booking Staff ready to set appointments, The Knowland Group has combined product innovation and customer service to become the hospitality industry's leading market-intelligence company.

**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 Salisbury, MD, serves over 90 markets within the United States, Canada, Mexico, Caribbean and United Arab Emirates. For more information, visit [www.KnowlandGroup.com](http://www.KnowlandGroup.com) or call 410-860-2270.