

FOR IMMEDIATE RELEASE

Contact: The Knowland Group

888-841-2289

ahantske@knowlandgroup.com

Knowland Signs 600th Client in Less Than Three Years

Market intelligence firm continues tremendous growth, attributes success to adding client value

Salisbury, MD (October 5, 2007) – The Knowland Group announced today the signing of their 600th client on September 28, 2007, reinforcing their position at the forefront of hospitality sales and marketing services worldwide.

The firm, who has already made their mark among management companies, hoteliers, and sales managers alike, confirms their commitment to international growth. Knowland provides sales and marketing products and services in over 70 markets worldwide. “We are excited about the tremendous progress our company has experienced,” says Michael K. McKean, the firm’s CEO. “We could only achieve this benchmark by maintaining our dedication to increasing client value, providing quality products and innovative services. We are committed to helping our clients grow, prosper and improve revenue – at Knowland, we work for our clients!”

The Knowland Group, since inception in 2004, has built their client base by combining revolutionary technology with an unwavering commitment to quality and customer service. The company’s business strategy has resulted in management companies, major hotel chains, and hotel sales directors around the world realizing the value of Knowland products and services.

Those products and services include INSIGHT – a revolutionary product that will dramatically alter the way sales managers find group business. Including the world’s largest database of group events, INSIGHT is a simple, easy to use application that combines the intuitiveness of Google’s search engine with the latest in satellite imagery and mapping technology. The application gives sales managers a bird’s eye view of hundreds of thousands of events, groups and meeting planners every day, across every hotel brand, type, shape and size. Knowland knows groups, and has now proven to over 600 clients how valuable that knowledge is.

Continuing to add daily to their growing roster of prominent clients proves Knowlands strength and reputation as the leader in sales and marketing intelligence. The hospitality industry is rapidly becoming aware of Knowland’s value, and has provoked the question: what does it cost *not* to use Knowland?

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. Poised as a leader in the industry, Knowland stands a cut above the rest in over 70 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 888.841.2289