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The Knowland Group Begins Service in Sacramento, CA

Market Intelligence Firm Continues Its Midas touch As It Adds The City First Incorporated during the Gold Rush to Its Client Base

Washington, DC (June 13, 2006) — The Knowland Group announced today that it has begun service in the Sacramento, CA market.

The Knowland Group, whose lead generation service has helped many hotel group sales departments strike gold, will begin offering its services to hoteliers in Sacramento. When gold was discovered in 1848, just 30 miles east of Sacramento, it was the start of something big. Since its "Wild West" beginnings, Sacramento has become the home to world-class restaurants, shopping, performing arts, and museums.

The Knowland Group has also experienced an incredible transformation over the 21 months it has been in business. Using the concerns expressed by group sales personnel about existing market intelligence services, the firm built a product that not only responded to each of the issues raised, it did so in a unique way. The Knowland Group pioneered the format of combining an online application with daily email reports, and the rest was history. Their product's reputation spread, making them the most sought after market intelligence service in the country. "We knew that our service would only have value if our clients could use it every day to help them develop new business," said Mike McKean, the firm's managing director. "Our efforts to create a service that provided real time, accurate information that could be used easily have been rewarded by the growing demand for it."

Sacramento has used its Gold Rush heritage as the base on which it builds its future. The Knowland Group has already begun looking at its current product to see how it can be adapted to changing market demands.

About The Knowland Group | Headquartered in Washington, DC, 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 or call (202) 842-9244.