

**For Immediate Release**

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**Knowland Nominated for 2010 NVTC Hot Ticket Award**  
*Featured Among Top Competitors in Northern Virginia*

McLean, VA, 06/21/10 – [The Knowland Group](http://www.KnowlandGroup.com), a leading provider of business development solutions for the hospitality industry, has recently been nominated in the “Hottest Bootstrap” category for the Northern Virginia Technology Council’s (NVTC) Hot Ticket Awards for their efforts in developing innovative technology and tremendous growth.

Representing 1,000 companies and over 200,000 employees, NVTC is the largest technology council in the nation. The annual Hot Ticket event recognizes the “hottest” local companies breaking stride in the community with pioneering advancements in technology.

“We’re honored to be acknowledged by NVTC for our efforts to continually cultivate new products and features that promote proven business development results for our clients,” said Knowland Group CEO Mike McKean. “Our success is directly related to the evolution of our products and it’s what keeps us on the leading edge of the travel industry.”

The Knowland Group, headquartered in McLean, VA, has experienced a five-year revenue growth rate of 5,764 percent due to the ability to reach new markets and attract hotel meeting planners with their products. Dubai, Phuket, Bangkok, and cities across Europe are among the company’s recently added markets. Earlier this year Knowland launched its third product Target Net, a sales force automation tool designed to assist sales professionals in managing leads, booking groups, and planning meeting specifics.

NVTC will be announcing the Hot Ticket Award finalists and winners on Tuesday, June 29<sup>th</sup>.

**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 2,000 hotel clients and 17,000 users globally. Recently featured on the *Inc.* [Fast 500 List](#), The Knowland Group is the second fastest growing company in the travel industry. For more information, visit [www.KnowlandGroup.com](http://www.KnowlandGroup.com), call 410-860-2270 or follow us on Twitter [@knowlandgroup](#).