

**FOR IMMEDIATE RELEASE**

Contact: The Knowland Group  
(202) 842-9244  
MEsposito@KnowlandGroup.com

## **B F Saul Selects the Knowland Group for Group Sales Leads**

### **Market Intelligence Firm Continues Expansion - To Provide Service to Properties in Michigan, Maryland and Virginia**

Washington, DC (August 16, 2006) — The Knowland Group announced today that it would begin service across all relevant properties within the BF Saul Company hotel division.

“After utilizing another service for the past year, we decided to give Knowland a try” Said Alison Rubin, Vice President for sales and marketing, “We have seen what others have to offer and shortly after starting some of our properties with Knowland, we quickly realized we should switch across the board. We’re excited to be moving forward with the Knowland Group!”

Quality is second nature to The Knowland Group. It’s the catalyst behind its rise from little-known start-up to service provider for more than 250 hotels and hospitality related organizations in over 40 markets across the country. A dedication to creating customer value permeates every aspect of the company’s operation, including its unique product that combines a daily hotel reader board service, an online application, daily email reports and a detailed lead generation service that provides information that is both timely and easy to use. “We are pleased to add BF Saul’s hotel division to our client base,” said Mike McKean, the firm’s managing director. “We know that they will continue to find our service an outstanding value in the years to come!”

**About The Knowland Group** | Headquartered in Washington, D.C., 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](http://www.KnowlandGroup.com) or call (202) 842-9244.