

For Immediate Release

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Knowland Increases Headcount by 26% for Launch of Business Development Suite

Innovative business development company as seen on MSNBC, BusinessWeek, Fox Business LIVE

Salisbury, MD, 03/29/10 – [The Knowland Group](#), a leading provider of business development solutions for the global hospitality industry, has increased headcount by 26 percent so far in 2010 despite a still struggling economy. This contrast with other small businesses has garnered national media attention as Knowland becomes a success story amongst so many tales of distress. The increased staff will support Knowland's expanding business development offerings.

The Knowland Business Development Suite, which launched in February, is designed to radically increase group bookings and decrease costs associated with meetings and catering management software products. Based on a innovative four-step process for business development, the Knowland BDS is backed by a team of experienced hospitality sales professionals. It combines powerful business development software and service solutions with Knowland's sophisticated patents-pending Smart Targeting technology.

"It's a great moment for Knowland to be recognized as an example of a highly successful small business," said Knowland Group CEO [Michael K. McKean](#). "Regardless of the state of the economy, we will continue to promote growth – both in the people we employ and the revolutionary business development products we offer to clients."

Many of the new hires were for the Event Booking Center, Knowland's world class hospitality telesales center. The EBC supports clients by helping them to contact prospects, set appointments, and book events. Additional client care reps were also added to help better support Knowland's increasing number of clients.

Knowland's impressive growth has been featured in stories for [MSNBC](#), [Business Week](#), and [Fox Business LIVE](#).

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 100 markets within the United States, Canada, Mexico, the Caribbean, the United Kingdom, Thailand and the United Arab Emirates. 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, call 410-860-2270 or follow us on Twitter [@knowlandgroup](#).