

Knowland™ Unleashes INSIGHT™ on the World of Hospitality and Asks Hoteliers to Imagine...

*Imagine a breakthrough tool that provides access to over \$3 billion
In group bookings*

Salisbury, MD (September 12, 2007) – The Knowland Group™ announced today the launch of INSIGHT™, a revolutionary product that will dramatically alter the way sales managers find group business!



Pinpoint groups based on past booking activity

Knowland™ describes their product by asking hoteliers to imagine:

Imagine a simple, easy to use application that combines the intuitiveness of Google's search engine with the latest in satellite imagery and mapping technology... An application that 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.... An application that contains:

- A database of virtually every event being held in a hotel or conference center
- A search engine with the ease of use of Google
- An internet mapping tool that gives you a bird's eye view of everything
- A commission based telesales team at your beck and call

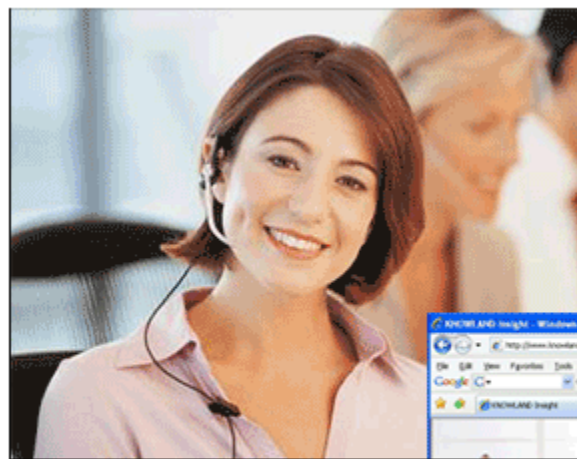
These features, when combined with powerful filters and targeting tools will enable hoteliers to:

- Target regional or national groups based on past meeting activity
- Pinpoint local organizations to shift-share from major competitors
- Schedule multiple sales blitz appointments in a matter of minutes
- Conduct highly targeted marketing campaigns

- Magnify sales teams with commission based telesales professionals
- Much, much more!



The combination of these elements will truly change the way sales managers find and book new group business. “We are truly excited by the launch of INSIGHT™,” said Michael K. McKean, the firm’s chief executive officer, “Never again will a hotelier have to hear the words: ‘*We don’t have any needs at this time*’. Just imagine, a tool that allows you to contact nothing but qualified, targeted sales leads – or click a link and we’ll do the selling for you!”



Highly trained telesales professionals at your beck and call!

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