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Market Intelligence Firm Celebrates 500th Client in Only Second Year of Operation

The Knowland Group Continues Expansion Creates Service with Extended Visibility into the Global Meetings Market

Washington, D.C. (June 20, 2007) – The Knowland Group™, a hospitality sales and marketing services firm that has already seen tremendous growth since its inception, announced today that it has signed over 500 clients.

The fast-rising firm, which provides sales and marketing products and services to the hospitality industry world wide, now serves over 60 markets within the United States, Canada and beyond. Michael K. McKean, The Knowland Group's™ president and CEO, attributes this incredible growth to the company's philosophy of adding client value at every turn. *"Adding our 500th client only validates our business model...of striving to add client value, to innovate, to create new products and services that help our clients close new business, to help our clients grow, prosper, and improve revenue. That's always been our goal."*

The Knowland Group™ since its inception in 2004, has steadily built its customer-base by striving continuously to add value to its clients, and to dedicate itself to providing world-class customer service. As a result, virtually every major hotel chain, management and ownership company uses Knowland™ in some capacity. With a database of virtually every group event in North America and beyond that is more comprehensive, more up to date and more robust than anyone else's, Knowland™ is able to track thousands of events every day, in hundreds of hotels, across every brand, category, price point and market. If there's a group holding events in a hotel or conference centers, chances are, Knowland™ knows all about them.

With each new client, The Knowland Group's™ reputation as a leading provider of sales and marketing products and services to the hospitality industry continues to grow. And the industry is taking notice. *"This year has been the most exciting to-date for the Knowland Group™,"* McKean says, *"and our commitment to our customers and their needs will continue to be our driving force."*

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. 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.