

For Immediate Release

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The Knowland Group to Begin Service in Hamburg

World's Most Respected Hotel Reader Board Service to Begin February 1

Washington, D.C., 01/26/12- [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, announced today the opening of a new international market in Hamburg, Germany. [Readers](#), the world's most respected hotel reader board service, is now available in Hamburg and many other new cities across the world.

"We are excited to begin our next phase of growth in cities such as Hamburg and beyond," said Knowland CEO [Michael K. McKean](#). "With Knowland's business development solutions, hoteliers will be able to find and pursue valuable group business quicker and easier than ever before."

Readers brings in-depth, customized field research directly to hotel sales teams. Every week Knowland sends out hundreds of field researchers into thousands of hotels worldwide to take digital photos of their reader board. This information on group meeting activity is recorded into the database nightly and made available online to clients the very next day. Knowland is constantly adding new groups and verifying information on the over 400,000 existing groups.

The Readers online application uses a tab-centric design to give clients quick and easy access to all the tools and information they need from one central page. Crucial contact information for meeting planners is included in every group's profile. A search feature makes finding and assigning key accounts a simple process.

Knowland currently serves clients in over 20 international markets including London, Berlin, Beijing, Moscow, and Sydney. Service in Hamburg begins on February 1, 2012.

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 the Mid-Atlantic region of the United States, serves more than 3,000 hotel clients and 25,000 users globally. Knowland was ranked as the 76th fastest growing software company (public or private) in North America by Deloitte and the second fastest growing private company in the travel industry for both 2009 and 2010 by Inc. Magazine. For more information, visit www.KnowlandGroup.com, call 410-860-2270, or follow us on Twitter [@knowlandgroup](https://twitter.com/knowlandgroup).