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Knowland Crosses the Atlantic

Market Intelligence Firm Begins Service in the United Kingdom

Salisbury, MD (October 12, 2007) – The Knowland Group announced today that it began providing service in London, England this September.

Known across the U.S. as the leader and innovator in technology for hotel group sales, Knowland has begun to offer their services in the United Kingdom. Renowned for its sophisticated culture, deep tradition, and royal family, London represents a wealth of opportunity for rapidly expanding company.

“We are thrilled for the opportunity to make our presence known in the United Kingdom, as we continue towards international expansion,” said Mike McKean, the firm’s CEO. “We strongly believe that London hoteliers will recognize the outstanding value of our services for years to come.”

The combination of Knowland’s cutting edge technology and versatile user capabilities give them the ability to appeal to hotels, management companies and sales managers worldwide. The firm’s signature product, READERS 2.0, is a premiere hotel reader board service – the first of its kind to offer a searchable online application of group business across North America, access to historical data on those groups, and delivers up-to-the minute reports on a daily basis.

INSIGHT, Knowland’s latest creation is a revolutionary tool that will dramatically alter the way sales managers find new group business. Including the world’s largest database of group events, INSIGHT is a simple, easy to use application that combines the intuitiveness of Google’s search engine with the latest in satellite imagery and mapping technology. The application gives sales managers a bird’s eye view of hundreds of thousands of events every day, across every hotel brand, type, shape and size.

As one of the world’s largest cultural centers, London is the ideal city for The Knowland Group to expand their international presence. “This has been such a monumental year for our company,” says McKean. “We are excited to see the amazing opportunities for Knowland’s future.”

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