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Contact: The Knowland Group  
Harry Burkett: 410-860-2270, ext. 215  
[HBurkett@KnowlandGroup.com](mailto:HBurkett@KnowlandGroup.com)

## **SHM Chooses The Knowland Group**

*Premier hotel management company chooses READERS and INSIGHT for use across its 27 properties*

SALISBURY, MD — March 18, 2009 — The Knowland Group's READERS and INSIGHT products have been selected by SHM, a hotel management company that manages hotels from California to New York.

The Knowland Group has been widely praised for its unique approach to providing the hospitality industry with an invaluable set of tools. Such products and knowledge allow clientele to spot industry trends and develop new relationships in a bumper-to-bumper market.

"SHM was looking for that insightful advantage over its competition," said Michael K. McKean, The Knowland Group's CEO, "and through READERS and INSIGHT, we are able to provide the advantage they need in a challenging market. Our products now include our patents pending *group rating* technology, which combines proprietary micro-targeting techniques, the world's largest database of groups who have held events at hotels in the past, and a simple and intuitive user interface."

From the beaches of California to the lights of Times Square, SHM manages 27 hotels totaling more than 7,300 rooms. For more information about SHM and its hospitality management guarantee, visit [www.shmhotels.com](http://www.shmhotels.com).

The Knowland Group's services will allow SHM to expand to its fullest capabilities in all of its 27 markets. It's the type of relationship that Knowland has come to be recognized for. Knowland's technology and insight is a custom-molded fit for SHM. Together, The Knowland Group and SHM look to have a long and fruitful 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 worldwide. Knowland serves over 90 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](http://www.KnowlandGroup.com) or call 410-860-2270.