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Contact: The Knowland Group
Harry Burkett: 410-860-2270, ext. 215
HBurkett@KnowlandGroup.com

Knowland Launches Revolutionary New *Group Rating* Technology

Patents pending software generates micro-targeted group sales leads based on past meeting activity

SALISBURY, MD — March 17, 2009 — The Knowland Group, the world's leader in hotel group intelligence products and services, has unveiled its patents pending *group rating* technology. Designed to enable hoteliers to better target specific prospects in their efforts to create new group business, *group rating* will revolutionize proactive selling for hotels.

"We truly believe the *group rating* technology represents a huge step forward in the evolution of data-mining and micro-targeting techniques in our industry, particularly for group sales teams," stated Michael K. McKean, CEO of The Knowland Group. "So much of our research and innovation has led to this key breakthrough: giving group sales teams the tools to make very specific searches in our vast database. With *group rating*, a simple click of the mouse can generate extremely warm leads."

The *group rating* technology is now an exciting component of INSIGHT and READERS, Knowland's two main offerings, and will be integrated throughout MYYco, the firm's breakthrough sales force automation tool set for launch in the second quarter of 2009. By utilizing ten patents pending *ratings indicators*, users can specify how important certain aspects of a group's past meeting activity are to their sales efforts. These factors include:

- Price Segmentation
- Size Compatibility
- Brand Affinity
- Time of Year Propensity
- Time of Week Propensity
- Geographic Compatibility (Regionally, by market and by tract)
- Hotel Type
- Amenity Affinity

"With *group rating*, our products pinpoint sales leads based on what's important to the client," added Mr. McKean. "It's what many forward-thinking hoteliers have been seeking for a very long time, and especially applicable given the challenging economic environment."

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 or call 410-860-2270.