

## **FOR IMMEDIATE RELEASE**

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### **Knowland Group Selected by Remington for Their Hotels**

*Salisbury, MD (May 1, 2008)* –The Knowland Group’s READERS 2.0 and INSIGHT products have been selected by Remington, a premier property management company operating brands that range from Sheraton to Embassy Suites, Radisson and Marriott products, for use in their 46 hotels.

“Remington was looking for the best tools for their managers to spot industry trends and develop new business in a crowded market,” The Knowland Group’s EVP for sales & marketing, David McKean said. “A leading service provider like Remington needs the breadth and depth of knowledge that our suite of services can provide, and we’re looking forward to a great working relationship with them.”

From Anchorage to Key West, Remington operates 46 hotels in 19 states with over 8,200 hotel rooms and over 4,000 associates. Current Remington hotel brands include Marriott, Residence Inn, Sheraton, Crowne Plaza, Hilton, Embassy Suites, Doubletree, and Radisson.

Remington clearly has a need for a robust yet very customizable set of tools, so that managers in each of the very different hotel brands can tease out the specific group event sales information appropriate to their target market. With Knowland’s READERS 2.0 hotel reader board service, Remington associates will be able to keep an eye on exactly what’s happening in their specific competitive set of hotels. And with INSIGHT, they will have access to virtually every group holding events in hotels and conference centers across North America and beyond. INSIGHT, Knowland’s second offering, is a powerful yet easy-to-use application that combines Google’s intuitive searching and mapping capabilities with the world’s largest database of group events.

Together, The Knowland Group’s tools will position Remington to grow in each of their 46 markets. This is the kind of partnership that Knowland’s team loves to create. Knowland’s technology, which is the finest in the hospitality industry, is a natural fit for Remington. Knowland’s success is based on the success of companies like Remington—and the future for both companies is looking bright!

**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. 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](http://www.KnowlandGroup.com) or call 888.841.2289

**About Remington Hospitality Services** Remington is the premier service provider to the hospitality industry. One of the largest independent hotel service companies in the U.S., Remington currently has property, project and asset management assignments from coast to coast for many of the world's leading hotel owners and developers. The Company's experience spans all lodging types, segments and locations, including 12 different brands, independents and hotel condominiums. For more information about Remington, please visit [www.remingtonhotels.com](http://www.remingtonhotels.com).