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HMP Properties Chooses Knowland Group's READERS™ *Dynamic hotel group finds cutting edge service helps increase group sales!*

Salisbury, MD, June 10, 2009 – HMP Properties, Inc. has tapped hospitality sales and marketing leader The Knowland Group, Inc., to serve their growing group of Intercontinental, Hilton, Choice, and Carlson Hotel properties with Knowland's innovative READERS™ program.

“We're very happy with with READERS™,” says Shelley Smith, Vice President of Operations for HMP. “It's really helped our sales team search out hot leads and go after new meeting business for all our hotels.”

Launched in 2004, READERS™ was the first online database of reader board field research in the history of the hospitality industry. It immediately increased hotel sales for Knowland Group clients and quickly became a popular and sought after product for hundreds of hotel sales managers nationwide.

“The Knowland Group created READERS to serve as a proactive sales tool that helps drive business to the hotel properties in the most efficient and cost effective way possible,” says David McKean, EVP of Sales & Marketing for the Knowland Group. “We anticipate READERS will lead to greater group sales for all of HMP's properties!”

About Knowland:

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.

About HMP Properties:

HMP Properties, LLC (www.hmphotels.com) is an award-winning hotel development and management company headquartered in Williamsburg, VA. Since its inception in 1998, HMP Properties has built on reputable brands, upholding the standards of franchises such as Marriott, InterContinental, Hilton, Choice and Carlson. HMP Properties owns and operates six hotels in strong markets throughout Virginia, with six new properties scheduled to open in the near future.