

Knowland Offers Holiday Party Lead Lists to Over 70 Markets Across North America

Holiday Party and Catering Reports now available for your market.

Salisbury, MD (September 14, 2007) – Due to popular demand, Knowland is now offering a Holiday Party and Catering Report as an additional way for hotels to increase their group bookings this holiday season.

This new seasonal offering includes all holiday related group events by market and is comprised of data collected between November 2006 and January of this year. Key features of this report include group name, event name, property, square footage occupied, square footage catered, and number of attendees.

Knowland has added this holiday report as a supplement to their signature READERS 2.0 service, the world's premiere hotel reader board service. This narrowed collection of data is designed to give hotel sales managers a quick and easy way to boost group event bookings this holiday period. With group leads right at their fingertips, sales managers will be able to quickly access organizations with holiday catering needs.

Knowland Holiday Reports are available for over 70 metropolitan areas across North America, in over 40 states and provinces, with each market reflecting data for the entire combined metropolitan statistical area. Some key market prices are represented in the price list box.

The pricing for holiday reports is broken down by market and is based upon the number of leads per market. This was designed to provide hotels with more options for market combinations and reflect the depth of the Knowland Group database.

This new holiday party was created largely in due to current client's requests. "This is a great way for Knowland to show the versatility of our vast amounts of research while fulfilling the needs of our client's," said David McKean, Knowland's Director of Sales. "We've already received overwhelming response!"

| Partial Price List <i>(over 70 markets available!)</i> | |
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| Atlanta | \$296 |
| Baltimore | \$200 |
| Chicago | \$166 |
| Dallas | \$128 |
| Detroit | \$255 |
| Los Angeles | \$211 |
| Miami | \$126 |
| New York | \$120 |
| Pittsburgh | \$285 |
| Washington, DC | \$536 |

About 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 60 markets within the United States, Canada

and Europe. 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.