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Hospitality Ventures Chooses Knowland Group's Reader Board & Sales Platform Services

Salisbury, MD – May 14, 2009 – Hospitality Ventures, Inc., has tapped hospitality sales and marketing leader Knowland Group, Inc. as the reader board service provider for all of their full service hotels and some of their limited service hotels. Most have signed on for Knowland's READERS™ service, while two of the facilities will be utilizing Knowland's innovative INSIGHT™ sales platform.

Roger A. Miller, Hospitality Ventures' Vice President of Sales and Marketing, has been extremely satisfied with the Knowland Group's products, services and team-oriented relationship. "In order to survive in today's tough economic environment," Miller says, "it is critical to surround yourself with the most technically and cost effective vendor partners in the industry. This is especially true when working with Marketing / Sales Intelligence specialists such as the Knowland Group."

The Knowland Group's™ signature READERS™ 2.0 service is the world's premiere hotel reader board service. It offers a searchable online application, free access to historical data, next day reports, detailed telesales generated leads and cutting edge lead assignment and ROI tools. "READERS™ was created to provide the preeminent proactive sales tool," says David McKean, EVP of Sales & Marketing for the Knowland Group. "We're delighted that Hospitality Ventures has utilized the READERS™ program so successfully, in order to gain new business!"

INSIGHT™, Knowland's revolutionary integrated sales platform, has been greeted with equal enthusiasm by Hospitality Ventures. Miller notes, "To date your multiple products have proven very effective and cost efficient. Based on these results and your company's total dedication to customer service and satisfaction, Hospitality Ventures plans to build the cost of your programs into all future acquisitions and new building projects. The Knowland Group will continue to be an integral part of our sales/marketing team and strategies. Great job!"

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 Hospitality Ventures

Hospitality Ventures is a privately owned, fully-integrated hotel ownership and management organization based in Atlanta, Georgia. The company was formed in 2001 and currently owns and/or operates 20 hotels located in 12 states. Eighteen hotels currently operate as Hilton or Marriott brands. The senior leadership team has experience owning and managing hotel portfolios that range in size from one to 143 properties. For more information, please visit www.hospitalityventures.com