

The Knowland Group Begins Service in Rochester, Minnesota

Market Intelligence Firm Uncovers Small Market with Unusually High Concentration of Health Care Events (Biotech, Pharmaceutical, HMOs, Others)

Washington, D.C. (April 18, 2006)—The Knowland Group announced today that it is expanding into the Rochester, MN market.

This recent expansion marks yet another exciting step for The Knowland Group, which has earned a nation-wide presence in the group sales sector of the hotel industry, and now offers its services in over thirty-five markets. Rochester, home of the Mayo Clinic, was recently named by *Money Magazine* the “Best Small City” in America. When announcing the award, the magazine noted that Rochester offered the sophistication of a large metropolitan area without the problems associated with cosmopolitan cities.

One of the many keys to Knowland’s phenomenal growth has been its ability to assess potential within largely overlooked markets. It then provides hotels within those markets the tools to maximize group sales revenue.

Rochester, well known within the medical and health care industries as the home of the Mayo Clinic, has an unusually large number of full service properties for a city of 85,000 people. These hotels cater to a world-wide who’s who of the pharmaceutical, biotech and medical industries. “Rochester is a key location for group events in the health care industry,” said Mike McKean, the firm’s managing director. “We’re excited to present our services to properties within Rochester, and have the ability to offer data on these events to locations in other areas of the country.”

A key component of Knowland’s service allows properties from around the country the ability to receive reports on events in other markets. Frequently discounted by group sales staff, groups in similar markets offer a wealth of new business for most hotels – and Knowland has positioned itself to allow clients the unique ability to tap into these revenue sources.

About The Knowland Group | Headquartered in Washington, D.C., The Knowland Group provides market intelligence services to the hospitality industry. Through the use of technology-based business practices, The Knowland Group is able to offer services at a speed, ease of use and quality that is unprecedented in the hospitality industry. The Knowland Group’s services include providing clients with qualified group sales leads, event planner contact information, upcoming events suited to their properties, and detailed information on group activities in their competitive set. For more information, visit www.KnowlandGroup.com or call, (202) 842-9244.