

For Immediate Release

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**Knowland Receives *Travel Weekly's* 2011 Magellan Award
*Target Net Honored for Exceptional Innovation in Booking Interface Software***

Washington, DC 11/14/11 – [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, announced today that [Target Net](#) has received a 2011 [Magellan Award](#) from Travel Weekly for its booking interface. The Magellan Awards are given annually to the best in the travel industry in categories from online travel services to hotels and resorts and travel destinations.

“This year’s Magellan Award winners have once again impressed the judges with their creativity and sense of style,” said Arnie Weissman, editor-in-chief of [Travel Weekly](#). “The recipients of the Magellans truly represent the best of the industry, and their accomplishments are inspiring.”

Launched in 2010, Target Net has proven itself a revolutionary sales force automation and meetings management tool for properties of all sizes in the global hospitality industry. The web-based software assists hotel sales managers with everything from generating new leads to turning those opportunities into bookings and planning the event down to every menu, meeting space, and table configuration. Target Net is browser-based and does not require expensive installations and maintenance like other outdated software systems. Not only is it Software-as-a-Service (SaaS), this innovative platform is also available on iPhones and iPads, giving clients instant access to all their sales information whether they’re at work, at home, or on the road.

“We are honored to be the recipient of such a prestigious award,” said Knowland CEO [Michael K. McKean](#). “Target Net is the only sales and catering platform of its kind that helps hotel sales teams quickly and efficiently get down to business and drive revenue.”

Since 2008, Travel Weekly has been recognizing excellence in travel with the annual Magellan Awards. Entries are evaluated by a panel of respected travel industry professionals against standards of excellence established by Travel Weekly, which has been published since 1958.

About The Knowland Group

The Knowland Group is a proven innovator, developing intuitive marketing products and services that streamline and support event and group sales in the hospitality industry. The company, headquartered in the Mid-Atlantic region of the United States, serves more than 3,000 hotel clients and 25,000 users globally. Knowland was ranked as the 76th fastest growing software company (public or private) in North America by Deloitte and the

second fastest growing private company in the travel industry for both 2009 and 2010 by Inc. Magazine. For more information, visit www.KnowlandGroup.com, call 410-860-2270, or follow us on Twitter [@knowlandgroup](https://twitter.com/knowlandgroup).