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Contact: The Knowland Group

(202) 842-9244

ERice@KnowlandGroup.com

The Knowland Group Begins Service in Toronto, Canada

Market Intelligence Firm Becomes International Service Provider

Washington, DC (July 28, 2006) — The Knowland Group announced today that it began service in Toronto, Canada in June, 2006.

The Knowland Group, well known across the U.S. as an innovator in the field of market intelligence for the hotel group sales sector, will begin offering its services to hoteliers in Toronto. When tourists think of Canada, they think of the melding of British and French cultures. But Toronto is so much more than that. It is home to over 100 different cultures. Toronto's diversity is what makes it such a great destination.

The Knowland Group understands the need to appeal to a variety of tastes. That's why it developed a product that can be adapted to suit the preferences of each user. The company's ground breaking pairing of an online application with daily email reports requires a minimum of effort, but it yields a maximum return. It's this combination of ease and value that has put its product in the hands of over 200 hotels and hospitality related organizations in more than 30 markets across the United States. But Knowland's real secret to success is in its unflinching quest for quality. It not only believes that the customer is always right, it acts on it, having developed a product that is responsive to its clients' needs. "We are excited about establishing our first international client base", said Mike McKean, the firm's managing director. "And we believe that Toronto hoteliers will agree that our service is the best on the market, bar none."

Toronto, with its ethnic and cultural diversity, has something to offer even the most experienced of travelers.

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. Much more than just a reader board service, 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.