

FOR IMMEDIATE RELEASE

Contact: The Knowland Group

(410) 860-2270

AHantske@KnowlandGroup.com

Exclusive Tarsadia Hotel Group to Let Knowland Take the Lead

Tarsadia Hotels Signs on with Knowland Group's INSIGHT to Track Group Sales Leads

Salisbury, MD (August 23, 2007) - In a move that reinforces The Knowland Group's national growth strategy in the realm of hospitality sales and marketing services, the fast rising firm announced today that it will add the top tier Tarsadia Hotel Group to their in demand client roster.

Renowned as one of the top privately owned hotel companies, and a first-class developer of hospitality-related assets in the United States, the Newport Beach, CA based Tarsadia has arranged for The Knowland Group's products INSIGHT and READERS to service several of their properties throughout the greater southwest. With primary focus on tracking group sales leads in Tarsadia's premiere markets including Las Vegas, Sacramento, San Diego, Los Angeles, and San Francisco, The Knowland Group plans to keep Tarsadia Hotels at the forefront within the hospitality industry.

"We are thrilled to be working with another cutting edge company like Tarsadia," said David J. McKean, Knowland's Director of Sales and Marketing. "They saw the value of INSIGHT and share our tremendous excitement in accessing the world's largest database of group activity!"

The Tarsadia brand was the perfect choice for Knowland's latest innovative market intelligence products. Founded in 2004, The Knowland Group's signature READERS 2.0 product is the world's premiere hotel reader board service. It was the first of its kind to offer a searchable online application, free access to historical data, deliver next day reports, generate telesales leads and assign ROI tools. The INSIGHT application gives sales managers a bird's eye view of thousands of daily events, groups and meeting planners, across every hotel brand. It contains a database, a search engine, an internet mapping tool and a commission based telesales team placed right at the finger tips of sales managers.

Tarsadia Hotels has over 30 years experience in hotel management, acquisition and development. Currently Tarsadia has a portfolio of 18 hotels. Represented are a variety of brands including but not limited to Marriott, Hilton, and Hyatt. For more information on Tarsadia Hotels visit www.tarsadia.com.

About The 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 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.