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The Knowland Group Begins Service in Monterey, CA

Market Intelligence Firm Adds City That Prides Itself on Its Universal Appeal

Washington, DC (August 18, 2006) — The Knowland Group announced today that it has begun service in the Monterey, CA market.

The Knowland Group, a company that understands the importance of offering variety to increase market share, will begin offering its services to hoteliers in Monterey, CA. This breath-taking seaside community combines the hominess of small town America with numerous recreational and cultural activities. Monterey's rich history includes the story of California's Mission Trail, historic Fisherman's Wharf and Cannery Row. Add to that 20 world-class golf courses, an incredible variety of shops and galleries and a huge assortment of parks and natural areas, and it's easy to understand why Monterey is a frequent destination choice for both business and recreational travelers.

Putting together diverse elements to create an appealing product has also been a winning strategy for The Knowland Group. They offer a combination of a daily hotel reader board service, an online application, daily email reports and a detailed lead generation service that provides information that is both timely and easy to use. Their outside-the-box approach has made them the provider of choice with over 200 hotels and hospitality related organizations in more than 30 markets across the country. "Our emphasis on appealing to the largest market demographic has made us a recognized leader in the hotel market intelligence sector," said Mike McKean, the firm's managing director. "We plan to continue this trend into the future."

Monterey will continue to promote its diverse appeal to attract both business and recreational travelers. The Knowland Group will also continue to diversify its product's applications to meet the growing demands of a continually changing hospitality industry.

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.