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The Knowland Group Begins Service in St. Louis, MO

Market Intelligence Firm Solidifies Midwest Region – Will Provide Service to City on the Frontier of New Industries

Washington, DC (November 8, 2006) — The Knowland Group announced today that it began service in the St. Louis, MO market in October, 2006.

The Knowland Group, a frontrunner in the design of reader board technology, will begin offering its services to hoteliers in St. Louis, MO. The city, home to such corporate superstars as Monsanto, Mallinckrodt, and Sigma-Aldrich, is fast becoming a recognized center for the plant and life sciences community. The St. Louis area boasts world-class research institutions and thriving plant and medical sciences companies. It also has a bright future in another emerging industry, advanced manufacturing, which uses sophisticated techniques to produce high value-added products.

Producing value-added products is a concept The Knowland Group is thoroughly versed in. Their original design of a reader board service that pairs an online application with daily email reports in a user-friendly format was a first in the industry. Despite the accolades it received for this achievement, the company wasn't content to rest on its laurels. It went on to design its newest product, Readers 2.0, which allows users to receive fully configured daily reports based on their own preferences. "We strongly believe that research and development is the key to our continued success," said Mike McKean, the firm's managing director. "That's why we put so much time and effort into finding new ways to help our clients attract the kind of new business they are looking for."

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.