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## **The Knowland Group Acquires Denver Area Market Research Firm**

*Acquisition provides 10+ years of data to be used to test proprietary data-mining and micro-targeting techniques*

Salisbury, MD 12/16/08 -- In a strategic move to provide the most comprehensive database of potential new customers to the Denver hotel industry, The Knowland Group, the nation's leading provider of market research to the group meetings market, has purchased locally owned and operated E-Z Reader. The move is part of a continuing effort by Knowland to acquire smaller, more localized companies, such as E-Z Reader. This acquisition merges the high quality data garnered by E-Z Reader from 1998 through today with the innovative technology and services offerings provided by Knowland.

Using Knowland's iKnowGroups application, the complete 10+ year history of E-Z Reader customers and event information will be made accessible to hotel and conference sales managers throughout the region. This means Knowland customers will be able to track potential leads, create customized reports and increase return on investment across their sales and marketing efforts. Using sophisticated yet user-friendly search capabilities, sales managers can filter information and locate companies who have key usage indicators that align well with a hotel's facilities and services, thus reaching out to a more targeted audience for new business.

"By acquiring E-Z Reader, we are now able to provide our Denver clientele access to information as far back as 1998." explained Michael K. McKean, CEO at Knowland Group. "Not only will this additional information allow our clients a greater depth of groups to research, it will give us a larger sample size on which to test some of our proprietary data-mining and micro-targeting techniques. These offerings, ideally suited for hotel sales in a down economy, will be coming online in 2009"

**About Knowland Group** – Headquartered in Salisbury, MD, The Knowland Group is a premier provider of sales and marketing products and services to the hospitality industry worldwide. Poised as a leader in the industry, Knowland serves over 100 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](http://www.KnowlandGroup.com) or call 410.860.2270.