

FOR IMMEDIATE RELEASE

Contact: The Knowland Group

(202) 842-9244

ERice@KnowlandGroup.com

The Knowland Group Begins Service in Tampa/St. Petersburg, FL

Market Intelligence Firm Continues Expansion in Florida

Washington, DC (August 14, 2006) — The Knowland Group announced today that it has begun service in the Tampa/St. Petersburg, FL market.

The Knowland Group, a company that has experienced incredible growth in the twenty-two months since its inception, will continue that trend by offering its services to hoteliers in Tampa/St. Petersburg Florida area. In addition to the miles of natural beaches that make it a great vacation getaway, three of the nation's Fortune 500 companies, and seven Fortune 1000 companies are located here. Nearly half of Florida's medical technology companies can be found in the Tampa Bay region. This mix of industry and leisure pursuits has proved to be a winning combination for the area's economy.

Combining diverse elements has also proved to be a winning combination for The Knowland Group. Their product combines 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. This unique blend has made them the service of choice with over 200 hotels and hospitality related organizations in more than 30 markets across the country. "The variety of formats in which we offer information to our clients has been one key to our success," said Mike McKean, the firm's managing director. "We plan to keep ensuring that success by developing more platforms to provide our clients with the information they need."

Tampa/St.Pete will continue to capitalize on its dual identity as a business/resort center. The Knowland Group will also continue to reinvent its product to meet ever-changing industry need.

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.