

FOR IMMEDIATE RELEASE

Contact: The Knowland Group
(202) 842-9244
MEsposito@KnowlandGroup.com

The Knowland Group Has Once Again Begun Service in New Orleans, LA

“We considered another firm who was trying to re-establish their presence in New Orleans... but we found Knowland’s service superior... We were also more comfortable with Knowland’s technical ability.”

Washington, DC (September 6, 2006) — Market intelligence firm proudly announces its reconnection with The Big Easy - The Knowland Group announced today that has once again begun service in the New Orleans, Louisiana market.

The Knowland Group, a company that knows the meaning building your way to success, will again offer its services to hoteliers in New Orleans. New Orleans was one of Knowland’s first markets; however, after Hurricane Katrina, all of its clients were forced to close their doors or suspend operations. But now the tide has turned, and the city has begun to come to life again. The Knowland Group is taking part in that revitalization process with a re-energized and larger client base than before. “We considered another firm who was trying to re-establish their presence in New Orleans with an online application but we found Knowland’s service superior.” Said Trish Sigman, Director of Market Strategy for the New Orleans Marriott cluster of hotels. “We were also more comfortable with Knowland’s technical abilities and excited about the qualified contact research they produce!”

Revitalization is a concept that has become second nature to The Knowland Group. Its meteoric rise from start-up to service provider for over 250 hotels and hospitality related organizations in more than 40 markets across the country is only part of the story. In addition to being the only service provider that 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, Knowland recently announced the launch of the newest version of its service - Knowland READERS 2.0! “We’re constantly working to add value to our service,” said Michael K McKean, the firm’s managing director. “Our mission is to find even more ways for our clients to source new groups and close more business than ever before with as little effort as possible.”

Putting their emphasis on redevelopment should keep both New Orleans and The Knowland Group thriving for a long time to come.

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.