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The Knowland Group Begins Service in Seattle, WA

Demand for Market Intelligence Firm's Unique Service Continues as Hoteliers in Pacific Northwest Sign up for Service

Washington, DC (May 17, 2006) — The Knowland Group announced today that it has begun service in the Seattle, WA market.

The Knowland Group, a provider of market intelligence to the hotel group sales sector, has begun service in yet another important market. Seattle, the home to so many leaders in their chosen industries, is a city that understands competition. Boeing Commercial Aircraft and Microsoft, two giants in their respective fields, are located here, as are thousands of other technology companies such as Nintendo of America and AT & T.

The Knowland Group is itself an industry leader, having pioneered a service that is the first of its kind. Its unique combination of an online application, detailed daily reports on group activity within a hotel's comp set and in-depth qualified group sales leads – including future event sizes, decision dates, meeting planner preferences, history and much more - has been one of the catalysts for the company's phenomenal growth.

The Knowland Group currently services over 200 hotels and hospitality related organizations in more than 35 markets across the United States. But Knowland's impressive growth is not based solely on its creative product offering. The company also boasts an unshakeable commitment to quality. "We listened to our clients to find out what was wrong with existing services, and we built our service to address each of those issues," said Mike McKean, the firm's managing director. "We believe that the ease of use and the quality of the information we provide speak for themselves."

Since Seattle is the home base for so many companies in the forefront of technology, group sales professionals will appreciate the way Knowland uses technology to create the next generation of hospitality market intelligence.

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.