

## The Knowland Group Signs 1,000th Client

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Three and a half year old company's growth puts it in a league of its own

The Knowland Group, whose doors opened in the fall of 2004, has established itself as the undisputed leader in hotel group intelligence products and services, with 1,000 clients signed since its inception.

It is the stated mission of the Knowland Group to become the number one brand associated with hospitality sales and marketing services, to apply cutting-edge, novel and break-through technologies to the acquisition of new business for hotels and hoteliers, to strive continuously to add value to its clients at each and every turn, and to dedicate itself to providing world-class customer service: the same level of customer service outstanding hoteliers have sought to offer their ultimate customer - the hotel guest - around the globe. Clearly Knowland has been successful in achieving the goals of their mission statement, with far and away more hotels and meeting venues using Knowland's suite of technology services than any other brand.

Knowland has clients in markets all across North America and beyond. Virtually every major hotel chain, management and ownership company uses Knowland in some capacity. The company's two major products are its READERS 2.0 hotel reader board service, and its cutting-edge INSIGHT product, which combines the intuitiveness of Google's search engine with the latest in satellite imagery and mapping technology to give sales managers a bird's eye view of hundreds of thousands of events and groups across every hotel brand, type, and size.

'This is a significant mark on our timeline,' The Knowland Group's CEO Michael K. McKean said. 'However, it is not at all a signal for us to rest on our laurels. We are incredibly busy here, working to produce new tools and improve our existing offerings, to make the work of those in the hospitality industry easier and more profitable.'

### **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 stands a cut above the rest in over 70 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.

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