

**FOR IMMEDIATE RELEASE**

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## **The Knowland Group Begins Service in San Francisco, CA**

### **Market Intelligence Firm Continues Solidifying Its West Coast Presence**

Washington, DC (June 21, 2006) — The Knowland Group announced today that it has begun service in the San Francisco, CA market.

The Knowland Group, whose reputation for excellence as a lead generation service for hotel group sales has made it the most sought after provider in the industry, will begin offering its services to hoteliers in San Francisco. The city, whose culture is a blend of the past and the present, is truly cosmopolitan. Visitors who come to San Francisco can enjoy such varied activities as viewing contemporary art and wandering through culturally diverse neighborhoods that are like a trip into the past.

The Knowland Group's growth is based on its ability to successfully blend diverse elements. It developed a unique product that combined a daily hotel reader board service, an online application, daily email reports and a detailed lead generation service to provide information that is both timely and easy to use. This combination created a quality service that has been the catalyst behind Knowland's remarkable expansion. In the two years since its inception, the company has increased its client base to over 200 hotels and hospitality related organizations in more than 30 markets across the country. But success hasn't slowed the company's efforts to improve their product. "We firmly believe that to remain successful, we must look at our service as a work in progress," said Mike McKean, the firm's managing director. "And we will continue to listen to our clients so that we can adapt our service to meet the needs of a changing industry."

Besides tourism, San Francisco also attracts other businesses. This ability to attract and retain new business is a trait the city shares with The Knowland Group.

**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](http://www.KnowlandGroup.com) or call (202) 842-9244.