



For Immediate Release
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New Interactive eMagazine to Enrich Century Country Club Communication and Branding Strategies

Boston, MA – April 7, 2010 – VCT Corporation (www.vctcorp.com) today announced that Century Country Club has introduced a new personalized member eMagazine as part of its communication and branding initiative. Century Country Club of Purchase, New York selected VCT's LoyaltyBuilder™ managed service as the solution to a club-wide effort to increase the timeliness and effectiveness of member communications, as well as better position the Century brand as its membership continues to evolve.

Burt Ward, General Manager for Century Country Club stated, "The shift away from printed communications was inevitable, however, it was not completely without reservations that we proceeded. We wanted a solution that would allow for a gradual transition—to warm members up to the idea of a completely online communication platform, which is eventually the direction we aim to take... In addition to the wonderfully executed eMagazine, VCT has provided us with a printed supplement to help make this a seamless transition and offer more flexibility and sensitivity to member preferences. We're confident that as members continue to experience the value of the eMagazine, they will opt for this new medium—hands down."

Stephen Ready, President and CEO of VCT stated, "We're delighted to be partnered with Century Country Club on this initiative. With this new eMagazine format, Century Country Club is able to provide its members with a quality communication piece, and a quality read, while eliminating the lengthy turnaround period that print communications demand. More importantly, with the increased frequency of the eMagazine, made possible by our managed service offering, Century members have a greater awareness of club happenings, and are more engaged as a result...both key components to member retention."

About VCT

VCT is the private club industry's leading marketing solutions company delivering custom communications and media programs designed to spur relationship marketing and member/customer retention, and as a result, drive increased revenue, profitability and growth. VCT is a forward-thinking strategic partner with expertise in both business-to-business and business-to-consumer custom media and custom ePublishing projects. Founded in 1999, VCT consistently delivers measurable solutions for a diverse base of clients, including ClubCorp USA, Honours Golf, Empire Golf Management, OB Sports, Club Managers Association of Europe (CMAE) and individual private clubs spanning the globe. Visit www.vctcorp.com for additional company information or to view samples of our work.

About Century Country Club

Located in scenic Westchester County New York, Century Country Club is a private country club of high prestige whose rich history dates back to 1898. Among Century's list of impressive amenities is the 18-hole "Century" course designed by Colt & Alison which was rated by "Golf Digest" as the 20th "Best in State" course for the years 1995 through 1998.