



**For Immediate Release**  
September 30, 2008

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## ClubCorp Selects VCT Corporation to Enhance and Facilitate ClubCorp's Member eCommunications and Lifestyle eMagazines

**Boston, MA – September 30, 2008** - VCT Corporation, the leading marketing solutions provider of custom communications and media programs to the private club and golf industries, today announced an expansion of its business relationship with ClubCorp USA of Dallas, Texas. As part of this strategic partnership, VCT will provide a fully-managed e-communications service for ClubCorp. This new initiative will facilitate one-to-one lifestyle communications with its 400,000 members across its 150+ clubs worldwide, designed to spur relationship marketing, member retention, and drive increased revenue through member spend.

Mark Murphy, Senior Vice President, Strategic Alliance & Global Sales, at ClubCorp, stated, "Working with VCT allows us to expand the reach and profitability of our communications and at the same time deliver entertaining and highly personalized e-publications to our members. Club membership in the 21st century will not be defined simply by the design of the course or the amenities at the club. With VCT's LoyaltyBuilder managed service, we're able to tailor communication and product offerings to our individual members' unique amenity and lifestyle interests with the same level of professionalism that we do in print, and at a fraction of the cost – and that's something that's long overdue in this industry."

Moving forward, VCT will be implementing e-publishing solutions that deliver a "print magazine experience" and allow ClubCorp to explore new low-cost online revenue campaigns. In addition, the sophisticated reporting metrics that VCT delivers will enable ClubCorp to customize the eMagazine experience by subscriber and use this data to drive both readership loyalty and company/club revenues.

According to Stephen Ready, President and CEO of VCT, "This is a perfect fit for VCT's relationship-driven e-publishing services. Members today are looking for more: more convenience, more value, and in this case, more return on their lifestyle investment both in and outside of their home clubs. This partnership allows us to help ClubCorp deliver all of that and create content-rich e-magazines and communications that are must-reads for the membership and deliver results and revenues for ClubCorp."

### **About ClubCorp**

Dallas-based ClubCorp is The World Leader in Private Clubs. ClubCorp and its affiliates own or operate more than 150 golf courses, country clubs, private business and sports clubs and resorts. ClubCorp's Signature Gold membership level offers complimentary greens fees at more than 90 golf and country clubs and complimentary dining at more than 60 private business and sports clubs. In addition, members with Signature Gold benefits enjoy privileges at more than 200 facilities worldwide that includes exceptional deals at affiliate hotels and resorts (including KSL Resort properties in California, Colorado, Virginia and Texas), ticket and shopping services and more. Among ClubCorp's nationally recognized golf properties are Firestone Country Club in Akron, Ohio (site of the World Golf Championships – Bridgestone Invitational) and Mission Hills Country Club in Rancho Mirage, California (home of the Kraft Nabisco Championship). The renowned collection of business and business sports clubs include the Columbia Tower Club in Seattle; Metropolitan Club in Chicago; and the City Club of Washington, D.C. More than 15,000 employees within the family of ClubCorp serve nearly 200,000 member households and more than one million guests who visit ClubCorp's clubs each year. Visit [www.clubcorp.com](http://www.clubcorp.com) for additional company information.



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#### **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, Golf Inc., Empire Golf Management, and individual private clubs spanning the globe. Visit [www.vctcorp.com](http://www.vctcorp.com) for additional company information or to view samples of our work.

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