



For Immediate Release
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Detroit Athletic Club Enhances Member Satisfaction with VCT's LoyaltyBuilder™ "ePublisher" Service

Boston, MA – June 29, 2010 – VCT Corporation (VCT) announced today that the Detroit Athletic Club, one of the finest private city clubs in the country, has chosen VCT as its ePublishing partner in the launch of a new initiative designed to improve member awareness, satisfaction and retention. Recipient of the Michigan Quality Council's *Michigan Quality Leadership Award*, this prestigious institution leveraged VCT's managed services to introduce a highly brand-focused eCommunication Program that incorporates specialized segmentation strategies to speak to its members' individual needs and interests.

Stephen Ready, President & CEO of VCT stated, "Detroit Athletic Club is an elite organization that is strongly committed to upholding the traditions and elegance of its history. When a private club this deeply rooted in the traditions of its past challenges themselves to meet the changing needs of its members by partnering with VCT, we feel truly honored. As eNewsletters and eMagazines continue to change the way members access important club information, we're proud to be chosen as Detroit Athletic Club's partner in making its vision of 'ultimate member satisfaction' a reality."

The LoyaltyBuilder™ ePublisher service is unprecedented in the private club industry in VCT's ability to provide unique content across various segments of membership based on membership type or preferences. The ability to provide this level of customization is not only an effective and efficient solution for increasing activity at a private club, but it also raises the bar in terms of achieving maximum member satisfaction.

VCT provides its ePublisher fully-managed service as an alternative to self-managed 'eblasts' - providing clubs like Detroit Athletic Club with a more professional, efficient and cost-effective option for delivering content that matters to members on an individualized basis.

Ready continued "DAC's new interactive eMagazine helps the club communicate its value by offering relevant content in an easy-to-navigate 'quality read'. And by leveraging the sophisticated reports that VCT prepares after each Issue, the eMagazine has also quickly become a valuable resource for better understanding its members. It's extremely satisfying to know that not only has VCT been instrumental in helping DAC execute the design and functionality to achieve maximum performance, but VCT's ongoing, fully-managed service has also helped to streamline the publishing process and ease the burden on club staff."

About VCT

VCT is the private club industry's leading marketing and communications solutions company, delivering custom managed service programs designed to spur relationship marketing and member/customer loyalty, and drive increased retention, revenue, profitability and growth. Founded in 1999, VCT consistently delivers measurable solutions for a diverse base of clients, including ClubCorp USA, Troon Golf, OB Sports, Toll Brothers, Inc., Honours Golf, The Club Managers Association of America (CMAA), The Club Managers Association of Europe (CMAE) and **hundreds of distinguished private clubs spanning the globe.**

If you are looking to communicate more effectively in order to activate your member or customer base, while maximizing revenue opportunities and increasing member satisfaction and loyalty – call or [email us](mailto:dbrault@vctcorp.com). We can develop a customized ePublishing program that works with you and for your members. For more information on VCT, visit us at www.vctcorp.com.

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