



For Immediate Release
April 7, 2010

Contact:
VCT Media Relations
617-566-7055 ext. 215
media@vctcorp.com

New Interactive eMagazine to Enrich Century Country Club Communications 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 communications 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 a unique private club-centric member communications and marketing firm headquartered in Boston, Massachusetts. Responding to the growing communications challenges private clubs face as demographics shift and preferences continue to evolve, VCT provides a suite of services designed to create long-term member engagement, loyalty, satisfaction and activation for its distinguished private club clients, as well as affinity groups and brands including ClubCorp USA, Troon Golf, Arnold Palmer Golf Management (APGM), Club Managers Association of America (CMAA), and the National Golf Foundation (NGF).

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.

For more information on VCT, visit us at www.vctcorp.com

For more information please contact VCT at media@vctcorp.com or 617-566-7055 ext. 215.

###