



For Immediate Release

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Honours Golf Selects VCT as its ePublishing Partner in the Launch of a New eCommunications Initiative

Boston, MA – October 13, 2009 – VCT Corporation (www.vctcorp.com) today announced its relationship with Honours Golf, the Southeast's leading boutique golf management firm. Honours Golf has selected VCT as its strategic ePublishing partner in the launch of a new eCommunications program individually tailored for the clubs under its management. Birmingham-based Honours Golf will rely on VCT to improve the overall quality and resulting metrics of its clubs' member eNewsletters, and to further enhance the Honours brand.

Kelly Newman, Director of Marketing for Honours Golf commented, "In this day and age, club members want the cream of the crop when it comes to preferential treatment. Strengthening member relations is not only a solution for increasing revenue during these difficult economic times, but more importantly, it reinforces the idea that member retention and acquisition starts with one-to-one relationships. Our decision to move forward with this partnership was a result of VCT's successful track record helping club management companies, like ours, plan and execute the rollout of a comprehensive communication strategy that creatively adheres to current trends in the private club industry."

Stephen Ready, VCT's President & CEO stated, "A partnership with such a prestigious management company as Honours Golf is an honor in and of itself and we are extremely proud to be a supporting resource to their team. An eCommunications initiative takes time and meticulous planning, but with our LoyaltyBuilder™ fully managed services, Honours Golf will find it to be a very seamless process, freeing up more time for them to reap the benefits of successful member activation."

Reunion Golf and Country Club, located in Madison, Mississippi, is the first club to launch the new program. The content-rich eNewsletter that VCT has created will function as an email/online magazine hosting club-related content as well as relevant and engaging articles inspired by the unique Reunion lifestyle. The quality and value of this ePublication aims to further emphasize the club's philosophy of "Southern Hospitality at its best."

Todd Hendrix, General Manager of Reunion Golf and Country Club added, "Thanks to VCT, we will be able to better service our membership base by providing more up-to-date news and event announcements that our printed newsletter just could not sustain. We undoubtedly believe that with our investment in VCT's ePublishing service, we will be able to improve our member retention and growth strategies while increasing awareness around the value of our club brand and offerings."

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 Honours Golf

Based in Birmingham Alabama, Honours Golf is the Southeast's leading boutique management company hosting a portfolio of exceptional golf courses designed by some of the most well-known architects in the industry including Jack Nicklaus, Arnold Palmer, Jerry Pate and Fred Couples.

About Reunion Golf and Country Club

Located in Madison, Mississippi, Reunion Golf and Country Club was designed by Bob Cupp and is set on the former site of the Annandale Plantation with roots preceding the Civil War. With over 7400 yards of championship play, this majestic 18-hole private course is the centerpiece for an 800-home planned development which was voted the 2005 Development of the Year runner up by Crittenden Golf Inc.

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

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