



For Immediate Release
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Premier Club Services Taps into Industry Network Provider VCT Corp to Launch New Educational Resource, “*At a Glance*”

Boston, MA – July 13, 2010 – Premier Club Services has selected VCT as its exclusive ePublishing provider in the design, development and launch of a new subscriber benefit, *At a Glance*. This new interactive eCommunication is geared towards providing valuable content focused on improving club operations and member communications. The inaugural issue was launched on July 7, and ongoing, *At a Glance* will be distributed monthly to PCS subscribers.

Ron Rosenbaum, Senior Vice President of Marketing and Communications for CMAA commented, “In timing with the launch of our new website, we wanted an ePublication that cohesively mirrored the site’s enhanced usability and simple navigation, while at the same time personalizing the experience for each of our subscribers. Not only will *At a Glance* act as another ‘touch point’ by which to provide subscribers with convenient access to the boundless resources available as part of their PCS subscription, but our relationship with VCT allows us to tap into their expert eCommunications knowledge base to provide subscribers with educational tips for achieving retention through communication.”

Stephen Ready, President & CEO of VCT stated, “Since we first developed our relationship with PCS, it has been our goal to help expedite the adoption of ‘ePublishing’ by Premier Club Services’ subscriber clubs who will instantly see a return on investment in the transition from print to electronic member communication, and from ‘e-blast’ to ‘e-brand’. When PCS approached us with this project, we saw it as an opportunity to fully express this objective by providing a highly professional eCommunication that will ‘show vs. tell’ the intrinsic value of one-to-one ePublishing. *At a Glance* is not only an additional benefit for PCS subscribers, it is likewise a vehicle by which clubs will truly *experience* firsthand, the impact of high-quality, brand-focused, and content-rich eCommunications.”

VCT’s LoyaltyBuilder™ Managed Service Programs offer alternative solutions to self-managed ‘e-blasts’ and print newsletters - providing clubs with a more professional, efficient and cost-effective strategy for delivering content that matters to members - on an individualized basis.

About Premier Club Services

Since 1993, Premier Club Services has assisted clubs in meeting the challenges of club management by providing innovative programs, products and services for the successful operation of clubs. The PCS subscription benefits the club manager, club staff and board of directors. The subscription provides clubs with a complete package at a fraction of the retail cost of the resources when purchased on an à la carte basis. Premier Club Services now offers clubs the opportunity to choose the subscription package that best fits their needs. For more information on PCS, visit www.premierclubservices.org.

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).

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