



For Immediate Release

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VCT Custom Publishing Partnership Leads to Creation of Themed eMagazine for PGA West Club Members

BOSTON, MA – January 6, 2011 – VCT Corporation, the private club industry’s leading custom publishing company and communications consultant, announced today its partnership with PGA West to create a quarterly, fully custom-published eMagazine to engage and entertain club members and prospective members.

VCT’s content marketing and design specialists will execute a member-individualized eMagazine by which to share interactive images, videos and details of PGA West’s internationally broadcasted events, such as The Bob Hope Classic and the PGA TOUR Qualifying-School Finals. Through four specific and unique issues each year, the eMagazine will help bring to light the club’s 25th Anniversary, and other significant milestones for the world famous golf resort.

“Improving the member experience was one of our primary goals in pursuing this communication initiative,” adds Mike Kelly, Executive Director at PGA West. We feel strongly that we’ve achieved this goal, as the finished product truly epitomizes what we stand for as a premier private club, and the level of service and opportunity that we provide.”

Stephen Ready, President and CEO of VCT comments, “PGA West is a luxurious and state-of-the-art golf, fitness, tennis, and dining club with a vast array of member events, activities and tournaments held throughout the year. It is no wonder they are nationally recognized as, ‘The Western Home of Golf in America.’ Through this partnership, we aim to create an eMagazine that will be evidence as to why thousands of people choose to embrace the PGA West lifestyle.”

As part of VCT’s fully-managed service offering, the Company will provide ongoing strategic and editorial planning in addition to managing the design, production and distribution processes of the quarterly eMagazine to ensure that readers remain engaged, informed, and entertained.

“We wanted to deliver something more robust to our members in addition to our weekly newsletter. This content-rich eMagazine will truly convey the lifestyle associated with our club,” states Brianne Schuld, Marketing Coordinator for PGA West. “This initiative will help us showcase PGA West as one of the most amazing golf resort destinations in the world and will help us achieve our branding efforts for our world-class events.”

About PGA West

Nestled against the mountains in picturesque La Quinta, just minutes away from Palm Springs, California, PGA West is a resort development consisting of more than 2,200 acres featuring world-class golf, tennis and fitness, and is the exclusive home to the Bob Hope Classic. With six championship courses designed by five true legends of the game - Arnold Palmer, Jack Nicklaus, Tom Weiskopf, Greg Norman and Pete Dye - Members are inspired with a different layout nearly every day of the week. With three expansive clubhouses, health & racquet club and an array of social activities, it is little wonder why people come from all over the world. For more information, visit www.pgawest.com.

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).

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

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