



For Immediate Release

March 2, 2011

Contact:

VCT Media Relations
617-566-7055 ext. 215

media@vctcorp.com

New Interactive eMagazine to Drive Participation in *Palmer Advantage* by Arnold Palmer Golf Management

BOSTON, MA – March 2, 2011 – VCT Corporation, the private club industry's leading member communications and activation firm, announced today that the Company has been selected by Arnold Palmer Golf Management (APGM) and parent company, Century Golf Partners, to launch the *Palmer Advantage* eMagazine, a new monthly eCommunication tool to communicate to APGM's private club members.

Palmer Advantage is a new lifestyle membership benefit available today to private club members within the APGM portfolio. *Palmer Advantage* was created to help members share life's most rewarding experiences with spouses, children, grandchildren and friends. At its core, *Palmer Advantage* is all about facilitating access; it enables members to play golf at many of the world's most prestigious private clubs and courses.

Offering a diverse range of travel experiences – cruises, private jet service, resorts, vacation homes and getaway excursions – along with preferential access to tickets for sporting events, concerts, theatre and other major events, reservations for these unique member benefits and services are available through *Palmer Advantage Concierge* on a seven-day-a-week basis.

Mark Murphy, Managing Director of *Palmer Advantage* states, "we recognized the need for a communication vehicle that would embody the premier golf lifestyle experience that defines the APGM brand. The *Palmer Advantage* eMagazine is the full expression of APGM's dedication to helping members take advantage of the extraordinary things in life and enhance the value of being a private club member."

"Engaging and entertaining content within any communication is a critical component to capturing the attention of today's private club member," states Stephen Ready, President and CEO of VCT. "APGM will be able to track eMagazine content and promotions for member acceptance, engagement and activation in one consolidated report. The unique reporting features will help define popular benefit offerings, and provide the ability to deliver members targeted content, information and promotions based on their individual interests."

About Century Golf Partners

Headquartered in Addison, Texas, Century Golf Partners, which owns Arnold Palmer Golf Management and *Palmer Advantage*, is one of the leading and most experienced companies in the golf and club industry. Century's business approach is to partner with communities to create successful private clubs and golf courses. This philosophy has served the company well as their portfolio has steadily increased since inception. Century operates more than 65 courses throughout the U.S. and provides innovative solutions with lasting results. For information about Century Golf Partners call Doug Howe, Partner, at 972.490.2610 or visit www.centurygolf.com or www.palmergolf.com. For information on how your private club could participate in *Palmer Advantage* call Mark Murphy at 949.716.9634.

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

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

###