



For Immediate Release

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The Penn Club of New York Selects VCT's LoyaltyBuilder™ ePublishing Service

Boston, MA – March 17, 2009 - VCT Corporation (www.vctcorp.com) announced today that The Penn Club of New York, located in New York City, will be launching a new club 'lifestyle e-newsletter' utilizing VCT's Managed ePublishing service. Ranked among the nation's top 100 of 6,000 private clubs, this Platinum Club of America facility will use the VCT service to improve the quality and consistency of member communications.

According to Regina Jaslow, Director of Member Marketing at the Penn Club of New York, "VCT's ePublishing managed service is one of the most progressive and beneficial offerings I have seen introduced to the private club industry."

Stephen Ready, VCT's President & CEO commented, "When a club of the caliber of the Penn Club of New York decides that your solutions are right for their club, it speaks volumes. We're extremely proud to add them to our client list. Simply put, when clubs are challenged in their efforts to produce a consistent, professional ePublication that's focused on the quality of the club brand rather than a purely price driven or promotional message, LoyaltyBuilder™ is the way to go – and I'm delighted we have been chosen by Ms. Jaslow and her team."

VCT offers the LoyaltyBuilder™ program as a fully-managed service, which makes it a great alternative for club marketing directors wanting to deliver something to their members and prospects that says "we're the best, and here's another example why". Added Jaslow, "With our new ability to target different member segments cost effectively, this service is exactly what we need to engage our members—with content that is relevant to them. We are looking forward to seeing a spike in our e-newsletter open and click-through rates, and a subsequent increase in member activity at the club."

"VCT's approach to custom ePublishing and communications is significantly different from the email blasts that are commonly used to announce a single short-term goal or promotion," stated Ready. "In the private club industry, ePublishing should be viewed more strategically since it has so much more revenue potential and business value than just an e-blast. Not to mention the fact that an interesting, engaging and entertaining eNewsletter or eMagazine is one of the best ways to build long-lasting relationships with your members and prospects."

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 the Penn Club of New York

The Penn Club of New York is a not-for-profit 501(c)7 private social club for alumni, staff, faculty and students over age 21 of The University of Pennsylvania and its affiliates. Located in midtown Manhattan, it is a convenient location for members to network and forward their social and professional interests. The Club with about 6,000 members organizes many events to help members meet each other through happy hours,

networking events, panel discussions, book groups, workshops and more. The clubhouse building offers the convenience of 5-star services including overnight accommodations, fitness center, massage room, business center, restaurants, and banquet and meeting rooms. It has been ranked twice consecutively as a Platinum Club of America, rating it in the top 3% amongst 6,000 private clubs in the United States. www.pennclub.org

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

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