



For Immediate Release

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VCT Announces Platform-Neutral eCommunications Management Services

Boston, MA – January 12, 2010 – VCT Corporation, the leading managed-service provider of custom ePublishing solutions for the private club industry, announced today that it will be expanding its services to ensure that member communication and marketing goals are achieved regardless of the technology and software programs adopted by its clients.

VCT's LoyaltyBuilder™ ePublishing approach, which is built upon the foundation of professionally managed services, including strategic content planning, distribution and reporting management, and e-marketing best practices, will now be available as a service package that can be customized to whatever technology a club is currently using to communicate with its membership base.

VCT's clients will have access to skilled marketing professionals who can assume ePublishing and member communication responsibilities without having to sacrifice relationships with existing technology providers. With a reputable history of identifying customers' needs and delivering unparalleled services, VCT's goal is to ensure that clients are maximizing their investment in their existing eCommunications solutions and technology programs already in place.

Stephen Ready, President and CEO of VCT stated, "We are in the business of 'raising the bar' in our mission to strengthen relations between clubs and their members. Communicating 'value' to members can be achieved through a professional and well thought-out eCommunications strategy...and our service infrastructure is built upon relationship marketing expertise that is customized around each client's specific needs and technologies. We are proud to be expanding our services to better meet the needs of our clients – and their budget constraints."

VCT will offer professional eCommunications management services across a variety of software systems to help clubs plan and produce high quality ePublications, while minimizing costly administrative overhead. Clubs that have existing email marketing capabilities, but limited resources for managing design and production, and maintaining quality assurance and content effectiveness, will now be able to re-focus their attention to other principal priorities – building member relationships.

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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