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Troon Golf Puts More Promise behind its *Troon Privé* Brand with New Member Benefit Published by VCT

Boston, MA – August 25, 2010 – The world renowned leader in golf management, development and marketing, Troon Golf, announced today the launch of *Troon Privé CONNECT*, an eMagazine catering to the private club lifestyle. This new member benefit, exclusively for the members of the elite private clubs under Troon Privé management, will also serve as a catalyst for the unification of the Troon Privé *experience*, and will help facilitate Troon's holistic approach to supporting, protecting and building the Troon Privé brand.

Jim McLaughlin, Senior Vice President of Troon Privé comments, "With this new eMagazine we have the ability to educate both club owners and staff on the Privé value proposition, better articulate the corresponding benefits of professional management, and incorporate the appropriate brand messaging and benefits required to drive both club and end-member adoption of our premier management services and unique member offerings."

In addition to its standard ePublishing services, VCT worked with the Troon Privé team to spearhead a content development strategy, providing Troon Privé members with entertaining lifestyle articles, targeted to individual member interests. When combined with Troon Privé club news and happenings, as well as one-click access to the reciprocity benefits available to them through the Troon Privé Privilege program, *CONNECT* has all the makings of a "must-read".

"To say that we're extremely proud to support the branding initiative of such a power player in the club industry would simply be an understatement," says Stephen Ready, President and CEO of VCT. "We are thrilled to see that this ePublishing initiative has elevated Troon Golf's member communications 'foot print', and will help reinforce to both its clubs, and their members, that the benefits that come along with a Troon Privé alliance – much like the brand itself – are one-of-a-kind."

McLaughlin adds, "VCT's ePublishing expertise and creative approach to membership engagement and activation has allowed us to exceed our core objective of providing a professional communication and lifestyle/benefits package that will not only engage the Troon Privé membership in new programs (without increasing the burden on busy corporate and club staff), but will grow overall activation and loyalty from each and every individual member."

About Troon Golf

Headquartered in Scottsdale, Ariz., with international offices in Hong Kong, Australia, Switzerland and Dubai, Troon Golf is the world's leading golf management, development and marketing company. The company's passionate dedication to quality inspires its exquisite daily-fee, resort and private golf experiences. This dedication is presented professionally and graciously at properties located in 31 states

and 26 countries. Troon Golf's private club operating division, Troon Privé, includes the most elite private clubs from around the world. Each club features an atmosphere of extraordinary luxury and unsurpassed personalized service. Troon Privé is able to offer its clubs all the benefits of being associated with Troon Golf, without sacrificing individuality or diminishing the ultimate authority of the members. For more information about Troon Golf and its Privé Division, please visit www.troongolf.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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