

For Immediate Release

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Contact: David BraultVCT Media Relations
617-566-7055 ext. 215
dbrault@vctcorp.com**VCT Announces Platform-Neutral eCommunication 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 eCommunication 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 eCommunication 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 the private club industry's leading marketing solutions company delivering custom communications and media programs designed to spur relationship marketing and member/customer retention, and as a result, drive increased revenue, profitability and growth. VCT is a forward-thinking strategic partner with expertise in both business-to-business and business-to-consumer custom media and custom ePublishing projects. Founded in 1999, VCT consistently delivers measurable solutions for a diverse base of clients, including ClubCorp USA, Empire Golf Management, Honours Golf, Club Managers Association of America (CMAA), Club Managers Association of Europe (CMAE) and individual private clubs spanning the globe. Visit www.vctcorp.com for additional company information or to view samples of our work.