

For Immediate Release

Contact: David Brault

October 21, 2009

VCT Media Relations
617-566-7055 ext. 215
dbrault@vctcorp.com

Westwood Country Club Enhances Member Value with eMagazine Launch

Boston, MA – October 21, 2009 – VCT Corporation (www.vctcorp.com) today announced its partnership with the prestigious Westwood Country Club in the launch of a new eMagazine, developed as an added-value benefit for the club's membership. In leveraging VCT's LoyaltyBuilder™ fully managed services, Westwood Country Club has produced a highly robust ePublication that has succeeded in generating excitement among members during the transition from print to electronic communications. On a bi-monthly schedule, this content-driven eCommunication significantly undercuts the turnaround time of its monthly printed counterpart, keeping members better informed of club news and events.

Anthony G. D'Errico, General Manager of Westwood Country Club commented, "We are very pleased to launch this inaugural edition of Westwood's new eMagazine...the format affords us a great deal of space for pictures, video, entertaining articles, member surveys and of course, direct links to our website and other club-related information, all of which we anticipate will spur member activity at the club. With this increase in interactivity and a more targeted approach to marketing our athletic and social events, we are expecting higher event turnouts and increased amenity usage as a result!"

Taking advantage of this new two-way communication vehicle, Westwood introduced a poll in their inaugural issue asking readers to describe their initial reaction to the publication. The majority of respondents agreed that, "It's terrific" and indeed a "Great addition" to the club's communication strategy.

Stephen Ready, VCT's President & CEO added, "We are truly thrilled to be chosen as Westwood's ePublishing partner in the development of this new online communication initiative. The exceptional analytical performance of Westwood's inaugural issue was backed by an overwhelming stamp of approval from club members. We have every indication that this is just the first of many successes to come in terms of increasing member loyalty."

D'Errico added, "In keeping with our high standards of excellence, we wanted an ePublishing solution that would enhance our member experience. Not only does VCT deliver state-of-the-art technology and exceptional service, they also bring to the table an in-depth understanding of how to successfully communicate a club's brand value."

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.

About Westwood Country Club

Westwood is a private country with a mission to provide first class, private recreational and social facilities for the exclusive use of its members and families. Quietly settled in Saint Louis, Missouri,

Westwood is a refuge from the outside world, where Members can relax and enjoy recreation, fine dining, 18-hole championship play, and the social compatibility of other members. Westwood's members have joined the club for its privacy, its tradition, and its standard of excellence.