



AFFINITY MANAGEMENT PROVIDES FREE TOOLS TO HELP MEMBER-BASED BUSINESSES SUCCEED

Launches Redesigned Website Full of Valuable Content

FOR IMMEDIATE RELEASE

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CHARLOTTESVILLE, VA – February 5, 2010 – Affinity Management, a leading professional management and consulting firm specializing in private clubs, country clubs, golf courses and equestrian centers, has unveiled a new website to assist member-based businesses thrive despite declining membership numbers and a poor economy.

On the newly-designed website, affinitymanagement.com, Affinity offers visitors a free, bi-weekly newsletter containing industry wisdom and actionable tips, called *Memberandum*[™]. Tools that Affinity uses to manage at client sites are available for free, customizable for any member-based business. Affinity also hosts periodic web conferences that discuss key issues and opportunities clubs face. The next web conference, “Membership Marketing in a Recession: 2009 Lessons & Future Outlook,” will be Tuesday, February 9th, from 11:30 am to 12:10 pm. Participation is free of charge and enrollment is open to everyone in the industry - visit www.affinitymanagement.com/webconference to register.

The site also presents visitors with the opportunity to subscribe to *The Affinity Report*, an exclusive newsletter that delivers industry data, trends, anecdotes and predictions. Currently a subscription also includes access to our private website, The A Club.

The website was redesigned by MembersFirst, a leading provider of on-demand internet marketing and online engagement solutions to member-based organizations in the leisure and hospitality industry.

Founded in 1997, Affinity Management has provided advisory services and professional management to private clubs, golf courses, equestrian facilities and other member-based businesses in twenty-two states. For more information on Affinity Management, visit www.affinitymanagement.com or call (434) 817-4570.

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