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## Vertrue Increases Discount Drug Card Donation to \$15 Million *Initial \$10 million in cards were distributed by United Way agencies*

Norwalk, Conn. – May 19, 2006 – Vertrue Incorporated (NSDQ: VTRU) today announced the it has increased its donation of pharmacy savings cards to uninsured and underinsured families throughout the United States by \$5 million, making the total contribution of discount drug cards \$15 million in 2006. The Familywise discount prescription drug cards, issued by Vertrue’s Coverdell & Company subsidiary, are valued at \$29.99 each and provide point-of-sale discounts on prescription drug purchases at major pharmacies and drugstores nationwide.

In partnership with Membership Services Corporation, Vertrue has already donated \$10 million in Familywise cards to needy families through participating United Way agencies across the United States. The first \$10 million in cards were distributed by May 1, 2006. The cards can reduce prescription drug costs by an average of 20 percent.

“Vertrue is proud to be able to increase our commitment to families who need a helping hand with prescription drug costs,” said Gary Johnson, President and Chief Executive Officer of Vertrue.

“It’s clear that the need is there,” said Dan Barnes, President of Membership Services Corporation. “By distributing the cards through United Way agencies nationwide, we’re able to reach out to the families who struggle the most with the cost of prescription medication.”

### About Membership Services Corporation

Membership Services Corporation of Bethlehem, Pennsylvania has specialized for more than 15 years in affinity marketing and strategic sourcing to deliver quality benefits, reliable services and measurable savings.

### About Vertrue

Headquartered in Norwalk, Conn., Vertrue Incorporated is a leading Internet marketing services company and premier marketing partner to corporate clients. Vertrue gives consumers access to services that offer substantial discounts and convenience for important decisions in their everyday lives. Vertrue's services span healthcare, personal property, security/insurance, discounts and personals and are all offered online through an array of marketing channels. Partners can enhance market presence, strengthen customer affinity and generate additional value through programs offered by Vertrue.