



PRESS RELEASE

Vertrue Announces \$10 Million Discount Drug Card Donation *to be administered by local United Way agencies*

Norwalk, Conn. – April 7, 2006 – Vertrue Incorporated (NSDQ: VTRU) today announced the donation of \$10 million worth of pharmacy savings cards to uninsured and underinsured families throughout the United States. 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.

Through this partnership with Membership Services Corporation, needy families will receive the Familywise cards through participating United Way agencies. The first \$5 million in cards were shipped to United Way agencies this month and the remainder will be distributed throughout 2006.

“Too many American families have insufficient or no prescription drug coverage at all,” said Debbie Flinn, Community Investment Director of the United Way agency of Danville-Pittsylvania County, Virginia. “The Familywise discount prescription drug cards will help families who otherwise could not afford much needed prescription drugs.”

“Vertrue is very excited to partner with United Way agencies and Membership Services Corporation to get the Familywise card into the hands of families who most need the help,” said Gary Johnson, President and Chief Executive Office of Vertrue. “These cards can reduce prescription drug costs by an average of 20 percent.”

“Working with reputable and established charities like local United Way agencies is the best way to reach the people who really need to save money on prescription drugs” said Dan Barnes, President of Membership Services Corporation.

About Vertrue

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

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.

FOR IMMEDIATE RELEASE
FOR MORE INFORMATION CONTACT SANDY MALONE
202-486-7575 OR SANDY.MALONE@VERTRUE.COM