



## PRESS RELEASE

### VERTRUE OFFERS CAREER OPPORTUNITIES IN DIRECT MARKETING

#### Undergraduate and Graduate Entry into a Dynamic Growth Industry

Norwalk, CONN. May 2006... Vertrue Incorporated, a leading consumer services marketing company in the \$160 billion direct marketing industry, is offering internships for undergraduate and graduate students who want to enter one of the most dynamic businesses in the U.S. economy. It's estimated that direct marketing generates \$1.85 trillion in sales, or more than 10 percent of U.S. GDP\*. And, thanks to the reach of the Internet and the growth of overnight delivery services, direct marketing is one of the fastest growing economic segments: sales driven by it are forecast to grow by 6.4% through 2009, versus 4.8% for the rest of the economy.

#### Vertrue and the direct marketing industry

The industry comprises several distinct but interrelated sub-categories: direct mail (catalogue and non-catalogue), telemarketing, direct response (print and broadcast), insert media, and Internet marketing (e-mail, banner advertising, affiliate programs, search engine marketing). We're engaged in many of them, but it's the opportunity represented by Internet marketing that is driving the vision at Vertrue.

#### Vertrue's consumer programs and client partners

Retail purchasing, direct order and fundraising collectively account for just over half of all direct marketing annual expenditure. Lead generation – finding customers, sales channels and business buyers – accounts for the other 47%. And this is the main goal of the various membership and loyalty programs offered to consumers by Vertrue on behalf of our client partners. We're in the business of offering opportunity: access to daily life-enhancing savings and services for consumers in healthcare, security, discounts, personals, and personal property; and tools, channels, marketing skills and customer support for corporate partners to reach them. Our programs have millions of members and our client partners include many of leading brand-name U.S. manufacturers and service companies.

Vertrue's 2006 Summer Internship, our seventh consecutive annual program, provides valuable on-the-job learning and real-life experience to successful candidates who are interested in a career in our challenging industry. We offer twelve different career paths at our Norwalk, CT, headquarters, which are: Accounting/Finance, Client Services, Corporate Reporting, Creative, Human Resources, Information Services, Information Technology, Print Production, Product Management, Product Marketing, Sales, and Online Marketing.

Candidates wishing to be considered for a Vertrue 2006 internship can e-mail a resume to Interns@Vertrue.com, together with a cover letter stating the department that interests them and detailing their motivation for an intern position with Vertrue.

\* All figures from <http://www.the-dma.org/research>  
[<http://www.the-dma.org/research/economicimpact2005ExecSummary.pdf>]

#### 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.

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