



Vertrue's Open Office Space Wins Top Honors

CPG Architects Puts Vertrue's Unconventional yet Successful Open Floor Plan on the Map

Norwalk, Conn. June 2007... Vertrue Incorporated's office design was recently honored by the Connecticut Chapter of the American Institute of Architects. Vertrue's office space was transformed from a former tire factory into an \$8 million, high-tech open office environment — truly an award-winning architectural phenomenon.

Vertrue, a leading Internet marketing services company, enlisted the help of CPG Architects of Stamford, CT, to think outside of the traditional office and cubicle walls and construct an office space that was conducive to creative thinking, team building and open communication — perfect for “idea bouncing.” CPG Architects were up to Vertrue's challenge, and in March of 2006, a new kind of Vertrue was born.

"Our open office environment reflects our corporate culture and values, which includes collaborative and innovative thinking, open communication and adaptability. I believe this environment will lead to even greater creativity, faster production and ultimately, greater returns for Vertrue," said Gary A. Johnson, co-founder, President and Chief Executive Officer of Vertrue.

There are approximately 300 employees in Vertrue's Norwalk office. The space is 80,000 square feet spread over three floors of the building. Even though you won't see an office or cubicle wall, there are plenty of individual rooms throughout the building that can be used for quiet work or smaller-scale team meetings.

Additional building highlights include a series of coils dropping from the ceiling to supply power and portable office furniture — to further promote teamwork and sharing. Employees can move their desk or side table, which are all on wheels, to wherever they need to be on their floor. They can also power-up there by plugging into one of the coiled power cords.

Cafés (one on each of the three floors) were created so Vertrue's staff could have a place to gather and eat, grab a cup of coffee or relax. Each café is beautifully decorated in vibrant colors with a collection of exquisite artwork by local artists adorning the walls.

Vertrue, thanks to CPG Architects for their award-winning design, is pleased to be a part of such a prestigious honor. It is in its great design that even greater ideas will emerge, concludes Vertrue.

About Vertrue

Headquartered in Norwalk, Conn., Vertrue Incorporated is a leading Internet marketing services company and premier marketing partner to corporate clients. Vertrue, through its various subsidiaries, gives consumers access to services that offer substantial discounts and convenience for important decisions in their everyday lives. The services offered by the Vertrue family of companies span healthcare, personal property, security/insurance,

discounts and personals and are offered online through an array of marketing channels. Partners can enhance market presence, strengthen customer affinity and generate additional value through programs offered by subsidiaries of Vertrue.