



Vertrue Incorporated to Sponsor eTail 2007 Conference on February 13-16

Vertrue Incorporated Announces its Lead Sponsorship at the eTail 2007 Conference, the Must-Attend Event in the Retail Industry

Norwalk, Conn. (PR Web) January 2007 -- Vertrue Incorporated, a leading marketing solutions company since 1989, announced its participation at the eTail 2007 Conference, one of the most popular events in the retail industry that focuses on customers' expectations and shopping experiences through online channels.

eTail 2007 will be held at the JW Marriot Desert Springs in Palm Desert, California, from February 13 to 16. Participants, including Vertrue, will be able to hear from leading innovators of top brands in the industry such as eBay, Hewlett Packard, Toys R' Us, Wal-Mart, and Wired.

With consumers becoming more empowered in their shopping experiences, online retailers need to learn how to make their brand known at every consumer touch-point in order to succeed and differentiate themselves from their competitors. The eTail 2007 Conference will provide retailers with the tools to meet the needs of the newly-empowered consumer, put their brand into their customers' hands, and move past competitors by becoming a lifestyle brand – all by fully integrating themselves into their customers' lives.

2007 also brings innovations to the eTail event. This year the eTail Conference provides attendees, including Vertrue, with the opportunity to network with top senior executives by invitation only. In addition, new content, new tracks, and two action-packed days of executive knowledge sharing and insight on February 14 and 15 have been added to the event.

For networking purposes, eTail 2007 also provides attendees with the following activities: eTail 80's Party and Reception on February 13, eTail Island Hopping on February 14, Retailer-Only Roundtable Think Tanks, and Retailer-Only Card Swap (back by popular demand).

For more information about the eTail 2007 conference, retailers can visit <http://www.etail2007.com>, 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.