



Vertrue Incorporated and Feed The Children Expand Distribution of Prescription Drug Discount Cards

Vertrue's Discount Pharmacy Cards Help Families Save on Prescription Medications

NORWALK, Conn.--(MARKET WIRE), October 2007 ... Vertrue Incorporated's subsidiary, Coverdell & Company, Inc., a leading consumer services marketing company, and Feed The Children, an internationally renowned charitable organization, have paired up to deliver prescription drug discount cards to uninsured and under-insured families across the United States. These pharmacy discount cards, which are being distributed to eligible families at no cost to them, offer significant savings on doctor-prescribed medications and other healthcare needs at over 50,000 pharmacies nationwide.

As healthcare costs continue to rise at rates well above inflation rates, uninsured and under-insured families, particularly those with incomes below, around or just above the poverty line, are too often faced with an unimaginable choice: To pay for food and other daily necessities while putting off necessary healthcare purchases, or to pay for prescription drugs in lieu of meals, clothing and other basic items.

In response to this untenable situation, Vertrue's subsidiary, Coverdell, started a program to distribute prescription drug discount cards to families in need. Now in its third year, the program relies on Feed The Children's substantial network of local volunteers to help distribute these cards.

People with prescription drug discount cards can show the card at participating pharmacies in their local area when paying for a valid prescription to receive a discount, which can range from 5% to 60% off generic and name-brand prescriptions. If the pharmacy's usual and customary price for the drug is at or below the price available through the discount pharmacy card, the cardholder will pay the pharmacy's usual and customary price. Cardholders may also order prescriptions through a mail-order pharmacy program to receive deeper discounts, particularly when they order 90-day supplies of prescription medications through the mail.

Feed The Children staffers and volunteers have handed out the pharmacy discount cards through churches, schools, Boys & Girls Clubs, fire departments and police stations, the Salvation Army, the YMCA, local health departments and housing authorities, public libraries, the American Cancer Society, Head Start, adult education programs, Meals On Wheels, various senior citizen programs, local food pantries and other organizations.

Specific organizations that have played primary roles in recent distribution efforts include the Christian Appalachian Project in Corbin, KY; the House of Prayer Outreach in Houston, TX; Operation Compassion in Cleveland, TN; and the Arkansas Rice Depot in Little Rock, AR. Through their efforts, 750,000 cards have been delivered thus far in 2007 to families in Alabama, Arkansas, Florida, Kentucky, Louisiana, Mississippi, Ohio, Tennessee, Texas, Virginia, and West Virginia. The initiative will continue with another 250,000 cards to be distributed by the end of the year.

Vertrue's subsidiary, Coverdell and Feed The Children are proud of their efforts to help alleviate the increasing burden of prescription drug costs for families in need, and they look

forward to working together to provide these savings to additional families in the coming months.

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.

About Coverdell

Coverdell is a full-service marketing services company with offices in Atlanta and Chicago.

Formerly Coverdell & Company and DDS/Best Benefits, the two entities merged in 2004 to become Coverdell, delivering full-service marketing, administration and customer service to our clients.

Coverdell & Company, Atlanta, was founded in 1963 and was one of the first companies to market insurance to bank customers. Since then, Coverdell & Company has worked with banks longer than any other insurance marketing organization.

DDS/Best Benefits, Chicago, was founded in 1995 as a wholesale provider and administrator of non-insured health discount benefits. DDS/Best Benefits currently provides benefits to more than 6 million individuals across the country.

The new company, Coverdell, provides broad product offerings with the ability to handle entire marketing programs from acquisition to fulfillment, making it easy for clients to generate incremental revenue.

About Feed The Children

Founded in 1979 by Larry and Frances Jones, Feed The Children is consistently ranked as one of the 10 largest international charities in the U.S., based on private, non-government support. Feed The Children is a Christian, international, nonprofit relief organization with headquarters in Oklahoma City, Oklahoma, that delivers food, medicine, clothing and other necessities to individuals, children and families who lack these essentials due to famine, war, poverty or natural disasters. In FY 2006, Feed The Children distributed more than 129 million pounds of food and other essentials to children and their families in all 50 states and internationally, supplementing more than 730,000 meals each day. Since its founding, the organization has reached out to help those in need in 118 countries around the globe. For more information, please visit www.feedthechildren.org.