



Vertrue Incorporated Acquires Neverblue Media Incorporated

Vertrue Expands Its Affiliate Marketing Resources Through Its Acquisition of the Canadian Online Company

Norwalk, CONN. September 2007 ... [Vertrue Incorporated](#) acquired [Neverblue Media Incorporated](#) earlier this year to augment its affiliate marketing capabilities, particularly in the online marketplace. As part of the deal, Vertrue also acquired PhoneInterviewed.com, Inc., a sister company to Neverblue and a direct phone contact center.

[Vertrue](#) is a leading Internet marketing and affiliate services company that offers consumers exclusive access to significant discounts and unique services from a variety of well-known retailers, restaurants, theme parks, healthcare professionals and other service providers. Vertrue and Neverblue Media see this move as an opportunity to grow both companies.

Neverblue Media, an online marketing company that specializes in affiliate marketing, was launched by four partners in 2004 and has seen phenomenal growth in its short history. It now has five business units employing a staff of 50 people, and it recently introduced a proprietary technology system. In December 2005, PhoneInterviewed.com debuted as an independent entity and currently has a staff of 30 people working at its contact center. Neverblue Media will continue to operate as-is at its headquarters in Victoria, British Columbia.

With this acquisition, [Vertrue](#) continues to expand its network of subsidiaries, which also includes Coverdell, a full-service marketing company; Lavalife, a personal dating service; and Bargain Network, a personal property company, among others.

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.