



Vertrue Incorporated Pledges to 'Go Green'

Vertrue Incorporated Accelerates Green Office Initiatives in its Norwalk Headquarters

NORWALK, CONN (PRWEB) February 2008 — Vertrue Incorporated, a leading consumer services marketing company, has strengthened green initiatives at its Norwalk headquarters.

Embracing longstanding corporate values that encourage teamwork, “taking ownership” and “doing what’s right,” a coalition of forward-thinking employees has spurred the company to implement a variety of enhanced environmental initiatives.

“Eco-friendly lifestyle choices, at home and in the office, not only protect the environment, but they’re often more economical as well,” said Gary A. Johnson, Chief Executive Officer of Vertrue Incorporated. “We’re excited that six of our employees have worked hard to make this endeavor a companywide effort by encouraging ongoing dialogue and exploring additional measures down the road.”

Gary Johnson noted that the seeds of an environmental consciousness had already been planted last year, when Vertrue’s office space, a former tire factory, was honored by the American Institute of Architects for its contemporary design and open-office environment. The office design, he said, promotes face-to-face dialogue and minimizes clutter.

According to Marcella Barry, Vertrue’s Vice President of Human Resources, Vertrue is making a concerted effort to “green” its workplace on a variety of fronts, including:

- Recycling and reuse. The company has increased its commitment to recycled paper products and reducing waste in its kitchens and restrooms
- Energy conservation.
- Carpooling. Vertrue will play the role of matchmaker, helping employees wishing to carpool to connect with each other.
- Eco-oriented volunteer opportunities for employees in 2008.
- An emphasis on the use of recycled materials in the rotating art exhibits that showcase the work of Connecticut artists. “The visual arts are yet another avenue we can take to promote recycling and heighten environmental awareness among employees,” added Barry.

Vertrue’s Going Green Team, which meets quarterly, hopes to expand its green initiatives to its 10 other offices throughout the United States and Canada.

“Every effort toward increased conservation of resources makes a difference,” said Gary Johnson. “A single glass bottle can take up to a million years to biodegrade, while eight out of ten plastic water bottles wind up at the landfill. We want to do our part as responsible stewards of the environment,” added Gary Johnson.

About Vertrue Incorporated

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.