



## Press Release

### **Vertrue Incorporated and Feed The Children Join Forces To Give Away \$1 Million in Aid To Families in Need**

**Vertrue, for the second year in a row, is giving away \$1 million in discount pharmacy cards to families and children who need it the most.**

Norwalk, CT, July 2008 - For the second year in a row, Vertrue Incorporated, a leading consumer services marketing company, and Coverdell and Company, Inc., a subsidiary of Vertrue, are giving away \$1 million in discount pharmacy cards to uninsured and under-insured families across the United States in a joint effort with Feed The Children, a non-profit relief organization that delivers food, medicine, clothing and other necessities to children and families who lack these essentials.

With the down turn in the economy, many families are struggling to pay for the most basic needs such as food and medicine. In an effort to assist these families and reduce the economic pressure currently driven by the increase in gas prices, food and medicine, Vertrue's subsidiary, Coverdell, is donating discount pharmacy cards that can be used at over 50,000 pharmacies and eye care centers nationwide.

"Many families live a daily struggle. At times they have to choose between putting food on the table and paying for their children's prescriptions," said Tony Sellars, Feed The Children Spokesperson. "These discount pharmacy cards help relieve the pressure these families have to stay healthy."

With the discount pharmacy cards provided by Vertrue's subsidiary, Coverdell, recipients can save an average of 20 percent on prescription drug purchases and 20 to 60 percent on eye care needs, including prescription lenses, frames, contacts and sunglasses. Vertrue believes discounts like the ones above can amount to significant annual savings for many Americans, which in turn can make a difference in their day to day life.

"Vertrue is proud to be able to increase its commitment to families who need a helping hand with prescription drug costs," said Gary Johnson, Vertrue President and Chief Executive Officer. "By distributing the cards through charitable organizations nationwide, we're able to reach out to the families who struggle the most with the cost of prescription medication."

Feed The Children distributes the discount pharmacy cards along with food, school supplies and personal care items to families in 86 cities across the U.S., with the assistance of 50,000 local partner agencies and churches nationwide and 104 trucks delivered to all parts of the country, from New Orleans to Baltimore to the Bronx to Charlottesville, VA, and many more.

Vertrue and Coverdell look forward to continuing helping families alleviate the costs of prescription drugs. Testimonials like the one below from those who benefit from the Feed the Children's aid makes Vertrue proud to partner once again with an organization that truly makes a difference.

"What you and your company have done for us, I can't thank you enough. When I came home from work and saw the boxes, I was in tears. No one has ever done anything for me like that ever. Everything was much needed." - Elizabeth and son Philip.

Those interested in learning more about the discount pharmacy card or Vertrue's philanthropic work can visit [Goodworks.Vertrue.com](http://Goodworks.Vertrue.com) for additional information.

### **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.

### **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](http://www.feedthechildren.org).