

Vertrue Incorporated Joins Forces with Feed The Children

Vertrue Provides Aid and Comfort to Those in Need

Norwalk, CT (PRWEB) December 19, 2008 – **Vertrue Incorporated**, a leading Internet marketing services company, understands that these are difficult times for everyone — especially for those who lack even the most basic necessities.

In cooperation with Coverdell and Company, Inc. (a Chicago-based discount medical plan organization and Vertrue subsidiary), Vertrue combined forces with the well-known non-profit Feed the Children to give away \$1 million in discount pharmacy cards to families across the United States. Established in 1979, Feed The Children has built a worldwide reputation for delivering food, medicine, and other essentials.

These discount pharmacy cards can be used at over 50,000 pharmacies and eye care centers across the U.S., and they've provided a big lift to Feed The Children's overall efforts. "Many families live a daily struggle," said Tony Sellars, Feed The Children spokesperson. "At times, they've had to choose between putting food on the table or paying for their children's prescriptions. These discount pharmacy cards help relieve the pressure these families have to maintain their health."

The discount pharmacy cards allow recipients to save up to 20 percent on prescription drug purchases, and as much as 60 percent on eye care needs. Vertrue believes that these discount offerings can not only make a difference in annual savings, but they can also improve people's daily lives.

"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."

To date, Feed The Children has distributed 750,000 pharmacy cards to people in 137 different cities in 36 states across the country. Along with Feed the Children's usual donations of food, school supplies, and personal care items, Vertrue plans to help the overall effort by to distributing another 250,000 cards by the end of 2008.

Those interested in learning more about the discount pharmacy card or Vertrue's philanthropic work can visit 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.