

VERTRUE INC
Form 8-K
July 30, 2007

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EX-99.1: PRESS RELEASE

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Item 8.01 Other Events

On July 30, 2007, Vertrue Incorporated (Vertrue) issued a press release announcing that it intends to convene the previously adjourned special meeting of its stockholders scheduled for July 31, 2007 for the sole purpose of holding a vote to adjourn the special meeting to August 15, 2007 in order to solicit additional proxies and provide Vertrue s stockholders with additional time to consider the changes to the previously announced merger effectuated by an amendment that Vertrue entered into on July 18, 2007, including the increased consideration payable to Vertrue s stockholders from \$48.50 to \$50.00 per share in cash, and to review supplementary proxy materials, which Vertrue will provide to its stockholders. Vertrue also announced that, on July 26, 2007, Brencourt Advisors, LLC (Brencourt), on behalf of Brencourt Credit Opportunities Master, Ltd and Brencourt BD, LLC, gave irrevocable notice to Velo Holdings Inc., which will be the sole owner of the surviving corporation after the merger (Parent), that it was exercising its option to acquire an interest in equity securities of Parent in the amount of \$25,000,000 pursuant to a previously announced agreement between Brencourt and Parent. A copy of the press release is attached as Exhibit 99.1 and incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits

99.1 Press release issued by Vertrue Incorporated on July 30, 2007.

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SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

VERTRUE INCORPORATED

Date: July 30, 2007

By: /s/ George W. M. Thomas
Name: George W. M. Thomas
Title: Senior Vice President & General
Counsel

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EXHIBIT INDEX

| Exhibit No. | Description |
|--------------|--|
| Exhibit 99.1 | Press release issued by Vertrue Incorporated on July 30, 2007. |