

VERTRUE INC
Form 8-K
July 12, 2007

TABLE OF CONTENTS

Item 8.01 Other Events

Item 9.01 Financial Statements and Exhibits

SIGNATURE

EXHIBIT INDEX

EX-99.1: PRESS RELEASE

Table of Contents

Item 8.01 Other Events

On July 12, 2007, Vertrue Incorporated (the Company) issued a press release announcing that, at a special meeting of stockholders held on the same day, the Company s stockholders voted to adjourn the meeting to consider the adoption of the Agreement and Plan of Merger, dated as of March 22, 2007, by and among the Company, Velo Holdings Inc. and Velo Acquisition Inc.(the Merger Agreement), providing for the acquisition of the Company by the Company s management and an investor group consisting of One Equity Partners, Oak Investment Partners and Rho Ventures. The meeting was adjourned to permit the solicitation of additional proxies to adopt the Merger Agreement. The record date for stockholders entitled to vote at the reconvened meeting remains June 7, 2007. The special meeting of stockholders is scheduled to reconvene on Tuesday, July 31, 2007, at 9:30 a.m., Eastern Time, at the Stamford Marriott Hotel & Spa, 243 Tresser Boulevard, Stamford, Connecticut.

A copy of the press release is attached as Exhibit 99.1 and is incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits

99.1 Press release, dated July 12, 2007, issued by Vertrue Incorporated.

Table of Contents

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 12, 2007

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

Page 3 of 4 Pages

Table of Contents

EXHIBIT INDEX

Exhibit No. Description

(99.1) Press release, dated July 12, 2007, issued by Vertrue Incorporated.