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	EY MICHAEL T										
Form 4 July 11, 200)5										
•	ЛЛ								PPROVAL		
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549								N OMB Number:	3235-0287		
Check t if no lor	nger		CILL					Expires:	January 31, 2005		
subject to STATEMENT OF CHANGE					GES IN BENEFICIAL OWNERSHIP OF SECURITIES				imated average den hours per ponse 0.5		
Form 5 obligati may con <i>See</i> Inst 1(b).	ons ntinue. Section 17((a) of the P	ublic U	Jtility Hol	ding Cor		nge Act of 1934, of 1935 or Secti 940				
(Print or Type	Responses)										
1. Name and Address of Reporting Person <u>*</u> MCCLOREY MICHAEL T			2. Issuer Name and Ticker or Trading Symbol VERTRUE INC [VTRU]			C	5. Relationship of Reporting Person(s) to Issuer				
(Last)	(First) (3. Date of Earliest Transaction				(Check all applicable)				
C/O VERT INCORPO	、 <i>′</i> 、 、			Day/Year)	lunsuetion		X Director Officer (giv below)	ve title 100 below)	% Owner her (specify		
	(Street)		4. If Am	endment, D	ate Origina	ıl	6. Individual or	Joint/Group Fili	ing(Check		
STAMFORD, CT 06901			Filed(Month/Day/Year)				Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting				
		(7 in)					Person				
(City)	(State)	(Zip)			Derivative	Securities A	cquired, Disposed	of, or Beneficia	Illy Owned		
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution I any	Date, if	3. Transactio Code (Instr. 8)	Disposed	(A) or of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
				Code V	Amount	or (D) Price	(Instr. 3 and 4)				
Reminder: Re	port on a separate line	e for each clas	ss of sec	urities bene	-		-	ation of	SEC 1474		
					•				SEC 1474 (9-02)		
	Tab					posed of, or convertible	Beneficially Owner securities)	đ			
1 Title of	2 3 Tra	insaction Date	э 3 л Г	Deemed	4	5 Numb	er 6 Date Exerc	isable and	7 Title and Amo		

1. Title of
Derivative2.3. Transaction Date3A. Deemed4.5. Number6. Date Exercisable and
Expiration Date7. Title and Amount of
Underlying Securities81. Title of
DerivativeConversion(Month/Day/Year)Execution Date, if
Execution Date, ifTransaction of DerivativeExpiration Date7. Title and Amount of
Underlying Securities8

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Security (Instr. 3)	or Exercise Price of Derivative Security		any (Month/Day/Year)	Code (Instr. 8)			(Month/Day/Year)		(Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 38.21	07/07/2005		A	2,000		<u>(1)</u>	07/06/2015	Common Stock	2,000

Reporting Owners

Reporting Owner Name / Address		Relationships						
	Director	10% Owner	Officer	Other				
MCCLOREY MICHAEL T C/O VERTRUE INCORPORATED 680 WASHINGTON BOULEVARE STAMFORD, CT 06901	, х							
Signatures								
/s/ Michael T. 07/09. McClorey	/2005							

**Signature of Reporting Date Person

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The option vests in four equal installments on each of July 7, 2006, 2007, 2008 and 2009.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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