

VERTRUE INC  
Form POS AM  
August 16, 2007

As Filed with the Securities And Exchange Commission on August 16, 2007

Registration No. 333-77077

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
POST-EFFECTIVE AMENDMENT NO. 1  
TO  
FORM S-3  
REGISTRATION STATEMENT  
UNDER  
THE SECURITIES ACT OF 1933  
VERTRUE INCORPORATED  
(Name of the Issuer)**

**Delaware**  
(State or Other Jurisdiction of Incorporation or  
Organization)

**06-1276882**  
(I.R.S. Employer Identification No.)

**20 Glover Avenue**  
**Norwalk, Connecticut**  
(Address of Principal Executive Offices)

**06850**  
(Zip Code)

**George W. M. Thomas**  
**Senior Vice President and General Counsel**  
**Vertrue Incorporated**  
**20 Glover Avenue**  
**Norwalk, Connecticut 06850**  
**(203) 324-7635**  
(Name and Address of Agent for Service)

*Copies to:*  
**Carmen J. Romano, Esq.**  
**Derek M. Winokur, Esq.**  
**Dechert LLP**  
**Circa Centre**  
**2929 Arch Street, 4<sup>th</sup> Floor**  
**Philadelphia, PA 19104**  
**(215) 994-4000**

---

**REMOVAL OF SHARES FROM REGISTRATION**

This Post-Effective Amendment No. 1 to the Registration Statement on Form S-3 is being filed in order to deregister all securities remaining unsold under that certain Registration Statement on Form S-3 (Registration No. 333-77077) (the Registration Statement ), which was filed on April 27, 1999 to register 41,666 shares of the common stock of Vertrue Incorporated ( Vertrue ).

Vertrue entered into an Agreement and Plan of Merger, dated as of March 22, 2007, as amended by the Amendment to the Agreement and Plan of Merger, dated as of July 18, 2007 (the Merger Agreement ), by and among Vertrue, Velo Holdings Inc., a Delaware corporation ( Parent ), and Velo Acquisition Inc., a Delaware corporation and a wholly-owned subsidiary of Parent ( Merger Sub ), pursuant to which, among other things, Merger Sub would merge with and into Vertrue, the separate corporate existence of Merger Sub would cease, and Vertrue would continue as the surviving corporation (the Merger ).

On August 15, 2007, Vertrue held a special meeting of stockholders at which the stockholders of Vertrue approved the adoption of the Merger Agreement. The Merger became effective on August 16, 2007 upon the filing of a Certificate of Merger with the Secretary of State of the State of Delaware.

In connection with the closing of the Merger, all offerings of Vertrue s common stock pursuant to existing registration statements, including this Registration Statement, have been terminated. Vertrue files this post-effective amendment to remove from registration all of the shares that were registered by the Registration Statement but remain unsold as of the date hereof.

---

**SIGNATURES**

Pursuant to the requirements of the Securities Act of 1933, the Registrant certifies that it has reasonable grounds to believe that it meets all of the requirements for filing on Form S-3 and has duly caused this Post-Effective Amendment No. 1 to the Registration Statement to be signed on its behalf by the undersigned, thereunto duly authorized on the 16th day of August, 2007.

VERTRUE INCORPORATED

By: /s/ Gary A. Johnson  
Gary A. Johnson  
President and Chief Executive Officer

Pursuant to the requirements of the Securities Act of 1933, this Post-Effective Amendment No. 1 to the Registration Statement has been signed by the following persons in the capacities indicated as of the 16th day of August, 2007:

Signature	Capacity
/s/ Gary A. Johnson	
Gary A. Johnson	President, Chief Executive Officer and Director (Principal Executive Officer)
/s/ James B. Duffy	
James B. Duffy	Executive Vice President, Chief Financial Officer and Chief Operating Officer (Principal Financial Officer and Principal Accounting Officer)
/s/ Daniel J. Selmonosky	
Daniel J. Selmonosky	Director
/s/ James W. Koven	
James W. Koven	Director
/s/ Christian Ahrens	
Christian Ahrens	Director
/s/ Henry H. Briance	
Henry H. Briance	Director
/s/ Paul Bartlett	

Paul Bartlett

Director

William Collins

Director