

TESLER MARC S  
Form 4  
March 22, 2006

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
TESLER MARC S

(Last) (First) (Middle)

C/O VERTRUE  
INCORPORATED, 20 GLOVER  
AVENUE

(Street)

NORWALK, CT 06850

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
VERTRUE INC [VTRU]

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/20/2006

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	03/20/2006		M	9,564	A \$ 29.563	15,157	D
Common Stock	03/20/2006		S	3,235	D \$ 42.5	11,922	D
Common Stock	03/20/2006		S	300	D \$ 42.51	11,622	D
Common Stock	03/20/2006		S	277	D \$ 42.52	11,345	D
Common Stock	03/20/2006		S	770	D \$ 42.53	10,575	D

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Common Stock	03/20/2006	S	374	D	\$ 42.54	10,201	D
Common Stock	03/20/2006	S	21	D	\$ 42.55	10,180	D
Common Stock	03/20/2006	S	230	D	\$ 42.56	9,950	D
Common Stock	03/20/2006	S	1	D	\$ 42.57	9,949	D
Common Stock	03/20/2006	S	256	D	\$ 42.58	9,693	D
Common Stock	03/20/2006	S	28	D	\$ 42.6	9,665	D
Common Stock	03/20/2006	S	72	D	\$ 42.61	9,593	D
Common Stock	03/20/2006	S	205	D	\$ 42.62	9,388	D
Common Stock	03/20/2006	S	816	D	\$ 42.63	8,572	D
Common Stock	03/20/2006	S	300	D	\$ 42.64	8,272	D
Common Stock	03/20/2006	S	481	D	\$ 42.65	7,791	D
Common Stock	03/20/2006	S	101	D	\$ 42.66	7,690	D
Common Stock	03/20/2006	S	499	D	\$ 42.67	7,171	D
Common Stock	03/20/2006	S	100	D	\$ 42.68	7,091	D
Common Stock	03/20/2006	S	99	D	\$ 42.69	6,992	D
Common Stock	03/20/2006	S	100	D	\$ 42.7	6,892	D
Common Stock	03/20/2006	S	100	D	\$ 42.74	6,792	D
Common Stock	03/20/2006	S	100	D	\$ 42.79	6,692	D
Common Stock	03/20/2006	S	199	D	\$ 42.81	6,493	D
Common Stock	03/20/2006	S	200	D	\$ 42.83	6,293	D
	03/20/2006	S	400	D	\$ 42.87	5,893	D

Common  
Stock

Common Stock	03/20/2006	S	100	D	\$ 42.94	5,793	D
Common Stock	03/20/2006	S	100	D	\$ 42.99	5,693	D
Common Stock	03/20/2006	S	100	D	\$ 43	5,593	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 29.563	03/20/2006		M	9,564	<u>(1)</u> 07/05/2010	Common Stock	9,564

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
TESLER MARC S C/O VERTRUE INCORPORATED 20 GLOVER AVENUE NORWALK, CT 06850	X			

## Signatures

Tami Pauley, Attorney-in-fact for Marc  
Tesler

03/22/2006

\_\_Signature of Reporting Person

Date

## 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 4 equal installments on each of July 5, 2001, 2002, 2003 and 2004.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.  
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