

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

FORM 8-K

CURRENT REPORT  
Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

April 10, 2007 (April 4, 2007)  
Date of Report (Date of earliest event reported)

**VERTICAL BRANDING, INC.**

(Exact name of registrant as specified in its charter)

**Delaware**  
(State or other jurisdiction of  
incorporation)

**000-31667**  
(Commission File No.)

**13-3579974**  
(IRS Employer Identification No.)

**16000 Ventura Blvd., Suite 301  
Encino, CA 91436**

(Address of principal executive offices, including zip code)

Registrant's telephone number, including area code: **(818) 926-4900**

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligations of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

## Forward-Looking Statements

*Statements in this Current Report on Form 8-K (including any exhibit) that are not purely historical facts, including statements regarding the Registrant's beliefs, expectations, intentions or strategies for the future, may be "forward-looking statements" under the Private Securities Litigation Reform Act of 1995. All forward-looking statements involve a number of risks and uncertainties that could cause actual results to differ materially from the plans, intentions and expectations reflected in or suggested by the forward-looking statements. Such risks and uncertainties include, among others, introduction of products in a timely fashion, market acceptance of new products, cost increases, fluctuations in and obsolescence of inventory, price and product competition, availability of labor and materials, development of new third-party products and techniques that render the Registrant's products obsolete, delays in obtaining regulatory approvals, potential product recalls and litigation. Risk factors, cautionary statements and other conditions which could cause the Registrant's actual results to differ from management's current expectations are contained in the Registrant's filings with the Securities and Exchange Commission. The Registrant undertakes no obligation to update any forward-looking statement to reflect events or circumstances that may arise after the date of this filing.*

## Item 8.01 Other Events

On April 4, 2007, the Company issued a press release announcing preliminary 1st quarter sales results. A copy of the press release is attached as Exhibit 99.1, and the information in Exhibit 99.1 is incorporated herein by reference.

The information in Item 9.01(d) in this Current Report on Form 8-K and the exhibit attached hereto shall not be deemed "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that Section, nor shall it be deemed incorporated by reference into any filing under the Securities Act of 1933, as amended, or the Securities Exchange Act of 1934, as amended, except as expressly set forth by specific reference in such a filing.

## Item 9.01 Financial Statements and Exhibits

(d) Exhibits

The following exhibit is filed with this report:

<b>Exhibit Number</b>	<b>Description</b>
99.1	Press release dated April 4, 2007 entitled "Vertical Branding, Inc. Announces Preliminary 1st Quarter Sales Results"

[Signature Page Follows]

## **SIGNATURES**

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.

Date: April 10, 2007

VERTICAL BRANDING, INC.

By: /s/ Victor Brodsky  
Victor Brodsky  
Chief Financial Officer

## Exhibit 99.1

# Vertical Branding, Inc. Announces Preliminary 1st Quarter Sales Results

Wednesday April 4, 3:13 pm ET

## Company Experiences Third Consecutive Quarter of Triple Digit Revenue Growth

LOS ANGELES, April 4, 2007 (PRIME NEWSWIRE) -- Vertical Branding, Inc. (OTC BB:[VBDG.OB](#) - [News](#)), a consumer products branding, marketing and distribution company, announced today that it expects to report its third consecutive quarter of triple-digit sales growth for the quarter ended March 31, 2007. The company released preliminary consolidated revenue figures of approximately \$13 million for the first quarter of 2007, which represents a 250% revenue increase over the same quarter of the prior year.

"We believe our impressive sales performance is a direct reflection of our outstanding retail sales division and our overall company efforts," said Nancy Duitch, CEO of Vertical Branding, Inc. "While the revenue growth achieved in our past couple quarters is exciting, we do expect that the first and fourth quarters of our fiscal year will typically be the strongest on a relative basis."

Vertical Branding announced that it expects to report retail distribution segment sales of approximately \$6.1 million and direct response marketing segment sales of approximately \$6.8 million. The company's retail distribution segment began in August 2006 with its acquisition of the consumer products division of Adsouth Partners, Inc. Results for periods prior to third quarter of fiscal year 2006 did not, therefore, include a retail distribution segment. Sales from real estate activities in the first quarter are expected to be equivalent to those of the previous quarter, or approximately \$175,000.

"The company's first quarter sales results are an achievement not only in terms of revenue, but also volume of transactions and merchandise shipped," said Alan H. Gerson, President and COO of Vertical Branding, Inc.

The results announced by Vertical Branding today are preliminary in nature and, because the company reports revenue on a net sales basis, it is possible that reported results will reflect adjustments made in connection with completion of the company's quarterly unaudited financial statements.

About Vertical Branding, Inc.

Vertical Branding, Inc. (OTC BB:[VBDG.OB](#) - [News](#)) is a consumer products, branding, marketing, and distribution company. The Company takes an integrated vertical marketing approach to brand building utilizing a variety of media channels, including television, online media, and print advertising. The Company also has established retail, catalog, and international product distribution channels to drive consumer sales. The Company's focus is on finding appealing and high quality products that meet a real need in the marketplace with emphasis on the health, beauty, relationship, personal care, and house ware product categories.

Information Regarding Forward-Looking Statements

Except for historical information contained herein, the statements in this Press Release are forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements involve known and unknown risks and uncertainties, which may cause our actual results in future periods to differ materially from forecasted results. These risks and uncertainties include, among other things, product demand, market competition, and risks inherent in our operations. These and other risks are described in our filings with the Securities and Exchange Commission. We assume no obligation to update these forward-looking statements. This document is only for the general information of shareholders, potential investors and other interested parties, and is not to be construed as an offer to sell or the solicitation of an offer to buy any securities. The opinions expressed herein are the current opinions of management as of the date appearing on this document.

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Source: Vertical Branding, Inc.