

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

December 17, 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))

**Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

On December 17, 2007, the board of directors (the “Board”) of Vertical Branding, Inc. (the “Company”) appointed Alan Edrick as a director of the Company to fill a vacancy created by the contemporaneous resignation of Jeffrey S. Edell from the Board. Since September 2006, Mr. Edrick has served as the Executive Vice President and Chief Financial Officer of OSI Systems, Inc., a publicly listed provider of proprietary systems solutions for the security and healthcare industries. Between 2004 and 2006, Mr. Edrick served as Executive Vice President and Chief Financial Officer of BioSource International, Inc, a biotechnology company, until its sale to Invitrogen Corporation. Between 1998 and 2004, Mr. Edrick served as Senior Vice President and Chief Financial Officer of North American Scientific, Inc., a medical device and specialty pharmaceutical company. Between 1989 and 1998, Mr. Edrick was employed by Price Waterhouse LLP in various positions including Senior Manager, Capital Markets. Mr. Edrick received his Bachelor of Arts degree from the University of California, Los Angeles and a Master of Business Administration degree from the Anderson School at the University of California, Los Angeles. In addition to being appointed as a director of the Company, Mr. Edrick has been appointed as Chairman of the Audit Committee of the Board.

**Item 8.01 Other Events. [If press release is issued]**

On December 20, 2007, the Company issued a press release announcing the appointment of Alan Edrick as a director of the Company. The full text of the press release is set forth in Exhibit 99.1 attached hereto and is incorporated in this Report as if fully set forth herein.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits

**The following exhibits are filed with this Report:**

<b><u>Exhibit Number</u></b>	<b><u>Description</u></b>
99.1	Press release announcing the appointment of Alan Edrick as a director of the Company.

[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: December 20, 2007

VERTICAL BRANDING, INC.

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

## **Vertical Branding Appoints Alan Edrick to its Board of Directors**

Los Angeles, Calif. – December 20, 2007 — Vertical Branding, Inc. (OTC BB: VBDG) announced today that it has appointed Alan Edrick to its Board of Directors effective immediately, replacing Jeffrey Edell. In addition to his responsibilities as a director, Mr. Edrick will serve as Chairman of the Company's Audit Committee.

Mr. Edrick has extensive financial management and public accounting experience including debt and equity financing transactions, mergers and acquisitions, financial planning and analysis, and regulatory compliance. He currently serves as Executive Vice President and Chief Financial Officer of OSI Systems, Inc., a publicly traded, multinational provider of proprietary systems technology in the areas of homeland security, patient monitoring and optoelectronics.

Prior to OSI, Mr. Edrick served as Executive Vice President and Chief Financial Officer of BioSource International, Inc., until shortly after the company was sold to Invitrogen Corporation in October 2005. From 1998 to 2004, he was Senior Vice President and Chief Financial Officer of North American Scientific, Inc., and from 1989 to 1998, was employed by Price Waterhouse LLP in various positions including Senior Manager, Capital Markets. Mr. Edrick received a Bachelor of Arts degree from the University of California, Los Angeles and holds a Master of Business Administration degree from the Anderson School at the University of California, Los Angeles.

"We enthusiastically welcome Alan Edrick to the Vertical Branding Board of Directors," said Nancy Duitch, CEO of Vertical Branding. "We look forward to tapping into his impressive depth of corporate, strategic and financial expertise."

"I am pleased to begin working with the talented team at Vertical Branding," commented Mr. Edrick. "I see tremendous growth potential for this innovative company and look forward to contributing to its success."

### **About Vertical Branding, Inc.**

Vertical Branding, Inc. (OTC BB: VBDG) 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, 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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