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PRESS RELEASE**

**SuperCoups® Announces Move to New State-of-the-Art Building**  
-- Continued Growth Prompts New Facility --

**E. TAUNTON, MA** – August 1, 2005 – SuperCoups, a leading direct mail franchisor since 1982 announced today the official move of their Headquarters to a new, state-of-the-art building in East Taunton, Massachusetts, approximately 20 minutes from the previous location in Avon.

"The new facility has really improved the workplace environment for all employees and is more reflective of the professional company that we are today. It has also enabled us to greatly improve the capabilities and efficiency of our operations and positions us for the growth we are planning" said Bill Matthews, Vice President of Franchise Development.

Prior to this move, the SuperCoups headquarters was split into two smaller buildings. This design proved to limit both the production options and efficiency of the company. SuperCoups addressed this issue by working with their parent company, ADVO, to research and analyze all options, and both determined that building a new facility was the best choice. The facility was designed specifically to suit the organization's current needs while also allowing for the future growth of the business. The new location also provides much more efficient use of space and a comfortable work environment for employees.

SuperCoups is looking to expand into the following markets immediately: Maryland counties: Baltimore, Howard, Montgomery, Anne Arundel, Prince George's; Virginia: Herndon, Reston, McLean, Virginia Beach, Norfolk, Richmond; Pennsylvania: Northern Philadelphia; Florida: Melbourne, Palm Bay, Port St. Lucia, Palm Beach, Boca Raton, Ft. Lauderdale; California: Orange County; New York: Northern Westchester County; Minnesota: Minneapolis, St. Paul; Ohio: Columbus; Wisconsin: Milwaukee; Georgia: Atlanta; and looks to assist franchisees in existing markets with expansion goals.

**About SuperCoups:** SuperCoups, a wholly owned subsidiary of ADVO, is a premier co-op direct mail franchise company. Leveraging ADVO's unique targeting platform, SuperCoups' exclusive coupon distribution model provides franchisees with a cost-effective way to create high-impact returns for their customers. Since 1982, SuperCoups' direct marketing solutions have delivered local coupons with super savings to consumers, helping America's small businesses grow while maximizing returns on their advertising investment. SuperCoups' franchisees and sales people are professionally trained to assist advertisers in developing the most effective offers and campaigns to maximize results. Headquartered in a new, state-of the art, 62,000 square-foot facility in East Taunton, Massachusetts, SuperCoups currently mails over 1.3 billion offers in 64 million envelopes to 21 states and Puerto Rico. For more information about SuperCoups or its franchisees visit <http://www.supercoups.com>.

**About ADVO:** ADVO is the nation's leading direct mail media company, with annual revenues of nearly \$1.4 billion. Serving 17,000 national, regional and local retailers, the company reaches 114 million mailboxes, or 90 per cent of the nation's households, with its *ShopWise*® shared mail advertising. At the same time, the company's industry-leading targeting technology, coupled with its unparalleled logistics capabilities, enable retailers seeking superior return on investment to target, version and deliver their print advertising directly to consumers most likely to respond.

Demonstrating ADVO's effectiveness as a print medium, the company's "Have You Seen Me? ®" missing child card, distributed with each ShopWise® package, is the most recognized mail in America. This signature public service program has been responsible for safely recovering 138 children. The program was created in partnership with the National Center for Missing & Exploited Children and the U.S. Postal Service in 1985.

ADVO employs 3,700 people at its 23 mail processing facilities, regional sales offices and headquarters in Windsor, CT. The company can be visited online at [www.ADVO.com](http://www.ADVO.com).

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