



PRESS RELEASE

FOR IMMEDIATE RELEASE

SuperCoups® Announces New Franchisee in Scottsdale, Arizona

-- Newest Franchisee Brings Vast Sales Experience --

E. TAUNTON, MA – May 31, 2006 – SuperCoups, a leading direct mail franchisor since 1982 announced today the sale of its Metropolitan Scottsdale SuperCoups franchise. Peter Cosovich joins the SuperCoups franchise family after 15 years of sales and marketing experience in professional sports and non-profit organizations.

"Peter's sales experience, dedication to customer service and outgoing personality will certainly make him a great fit within the SuperCoups franchise system", said Bill Matthews, Vice President of Franchise Development. "Peter will also work well with our previously established Phoenix Arizona franchisee, Amy James", added Matthews.

Cosovich's goal is simple; network with small business owners and work with them to create compelling advertising offers. These offers are mailed in SuperCoups' recognized bright yellow and blue envelope to about 750,000 homes in the Metropolitan Scottsdale area. Consumers receive these envelopes eight times per year and use the coupons within their local area.

"This is a great opportunity to become a small business owner", said Cosovich. "I enjoy working the nexus of buyers and sellers, where people create commerce. I have always focused on providing great solutions at a great value with solid results and now as the owner of this fantastic advertising brand, there is no middle man for me, my clients or the customer."

Peter Cosovich can be reached at pcosovich@supercoups.biz or by calling SuperCoups of Metropolitan Scottsdale at 480-860-4050.

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 19 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.

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