



PRESS RELEASE

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SuperCoups® Launches New Web Site

-- New Site Is A Win-Win-Win Solution --

E. TAUNTON, MA – August 1, 2006 – SuperCoups, a leading direct mail franchisor since 1982 today announced the launch of its new web site, www.supercoups.com. The new site has a stunning new design, Flash animation, search functionality and enhanced programming features.

"We believe that our direct-mail advertising solution is a strong, valuable and ROI-focused product", said Jennifer Byrne, SuperCoups Marketing Manager. "While our competitors focus on both direct-mail and on-line coupons, we've made the strategic decision to stick with our core product", added Byrne. SuperCoups does support online coupons by allowing franchisees and their advertising clientele to decide whether or not to post online coupons, offering greater flexibility to franchisees and clients.

SuperCoups developed the site with a number of factors in mind: 1) fit the three core audiences, 2) create a site that was search engine friendly, 3) incorporate Flash and new design concepts that better enhance the brand. The three core audiences include: consumers who want to know when their envelope will arrive and how to find and print online coupons, advertisers researching schedules and print necessities, and potential franchise owners reviewing SuperCoups' franchise offering.

"Our new web site is an extension of the great customer support we provide and a very important sales tool", said Bill Matthews, SuperCoups Vice President of Franchise Development. "Our national advertisers have commented that the Advertising portion of the site makes their jobs much easier, since it provides them with all of our circulation, production requirements and statistical information. Potential franchise owners enjoy the in-depth descriptions of our franchise opportunity and the step-by-step process for buying a franchise".

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 households, more than 90% of the nation's homes, with its ShopWise® shared mail advertising.

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 142 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 24 mail processing facilities, 33 sales offices and headquarters in Windsor, CT. The company can be visited online at www.ADVO.com.

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SuperCoups® Contact:
Jennifer Gray Byrne, Marketing Manager
jbyrne@supercoups.com
508.977.2010