

ADVO INC  
Form DEFA14A  
February 22, 2007

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**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**

February 22, 2007

**Date of report (Date of earliest event reported)**

**ADVO, Inc.**

**(Exact name of registrant as specified in its charter)**

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

**1-11720**  
**(Commission**

**06-0885252**  
**(IRS Employer**

**file number)**  
**One Targeting Centre, Windsor, Connecticut 06095**

**Identification No.)**

**(Address of Principal Executive Offices)**

Registrant's telephone number, including area code: **(860) 285-6100**

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

..  Written communication pursuant to Rule 425 under the Securities Act (17 CFR 230.425).

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- x 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)).
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**ITEM 8.01 Other Events**

Attached as Exhibit 99.1 is a press release issued by the Company on February 22, 2007.

**ITEM 9.01 Financial Statements and Exhibits**

(d) Exhibits.

| <b>Exhibit No.</b> | <b>Description</b>  |
|--------------------|---|
| 99.1               | Text of press release issued by ADVO, Inc. dated February 22, 2007. |

**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, thereunto duly authorized.

ADVO, INC.

Date: February 22, 2007

By: /s/ JEFFREY EPSTEIN  
Jeffrey Epstein

Executive Vice President and

Chief Financial Officer

**EXHIBIT INDEX**

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