



## PRESS RELEASE

### FOR IMMEDIATE RELEASE

#### **SuperCoups® Names New President**

-- Expanding Markets is High Priority for New President --

**E. TAUNTON, MA** – May 11, 2005 – Leading direct mail franchiser SuperCoups, announced today that Terry LeMaster has been named president by parent company ADVO, Inc.

LeMaster has joined SuperCoups from ADVO's Mail Marketing Systems, Inc., where he was President and Chief Operating Officer. He brings to this new role extensive experience in strategic planning, market positioning, sales and account management, product rollout, process reengineering, recruiting and managing high-performance teams to meet business and financial goals.

"The opportunity to drive the direction of SuperCoups is a great one, and will be challenging and exciting as we progress in our industry," said LeMaster. "The strategies in place to expand into new markets and add new franchisees while maintaining our current franchise network and advertising clients are strong, viable, and extremely competitive."

**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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