

ADVO INC  
Form DEFA14A  
January 05, 2007

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**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

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**FORM 8-K**

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**CURRENT REPORT**

**Pursuant to Section 13 or 15 (d) of the**  
**Securities Exchange Act of 1934**

**January 5, 2007**

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

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**ADVO, Inc.**

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

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

**1-11720**  
**(Commission file number)**

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

**Identification No.)**

**One Targeting Centre, Windsor, Connecticut 06095**

**(Address of Principal Executive Offices)**

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

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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):

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- .. Written communication pursuant to Rule 425 under the Securities Act (17 CFR 230.425).
  - 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 January 5, 2007.

**ITEM 9.01 Financial Statements and Exhibits**

(d) Exhibits.

<b>Exhibit No.</b>	<b>Description</b>
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99.1	Text of press release issued by ADVOC, Inc. dated January 5, 2007.
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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: January 5, 2007

By /s/ JOHN D. SPERIDAKOS  
John D. Speridakos  
Vice President and Controller

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EXHIBIT INDEX

<b>Exhibit No.</b>	<b>Description</b>
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