

Edgar Filing: ADVO INC - Form 8-K

ADVO INC  
Form 8-K  
July 15, 2004

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K  
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CURRENT REPORT

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

July 15, 2004  
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Date of report (Date of earliest event reported)

ADVO, Inc.  
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(Exact name of registrant as specified in its charter)

Delaware	1-11720	06-0885252
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(State or other jurisdiction of incorporation or organization)	(Commission file number)	(IRS Employer Identification No.)

One Targeting Centre, Windsor, Connecticut 06095-2639  
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(Address of Principal Executive Offices)

Registrant's telephone number, including area code: (860) 285-6100  
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ITEM 7. FINANCIAL STATEMENTS AND EXHIBITS  
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(c) Exhibits.

Exhibit

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No. -----	Description -----
99.1	Press release dated July 15, 2004, issued by the Company.*
	* Furnished and not filed herewith, solely pursuant to Item 12.

ITEM 12. RESULTS OF OPERATIONS AND FINANCIAL CONDITION

On July 15, 2004, ADVO, Inc. ("the Company") reported its earnings for the third quarter ended June 26, 2004. A copy of the Company's press release is furnished as Exhibit 99.1 to this Current Report.

In accordance with General Instruction B.6 of Form 8-K, the information in this report shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934 or otherwise subject to the liability of that section, except as shall be expressly set forth by specific reference in such a filing.

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SIGNATURES

Pursuant to the requirements of the Securities Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: July 15, 2004

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

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EXHIBIT INDEX  
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