

Edgar Filing: ADVO INC - Form 8-K

ADVO INC  
Form 8-K  
October 01, 2004

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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

OCTOBER 1, 2004

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Date of report (Date of earliest event reported)

ADVO, INC.

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

DELAWARE

1-11720

06-0885252

-----  
(State or other jurisdiction  
of incorporation or organization)

-----  
(Commission file number)

-----  
(IRS Employer  
Identification No.)

ONE TARGETING CENTRE, WINDSOR, CONNECTICUT 06095

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(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):

- [ ] Written communication pursuant to Rule 425 under the Securities Act (17 CFR 230.425).
- [ ] 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 the Company's recently adopted Policy on Fair

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Disclosure to Investors.

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS

(c) Exhibits.

Exhibit No.	Description
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99.1	ADVO, Inc. Policy on Fair Disclosure to Investors.

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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: October 1, 2004

ADVO, Inc.

By /s/ JOHN D. SPERIDAKOS

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John D. Speridakos  
Vice President & Controller

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EXHIBIT INDEX

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