

Edgar Filing: ADVO INC - Form 8-K

ADVO INC
Form 8-K
October 01, 2004

=====

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

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

(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).
- [] 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)).

=====

ITEM 8.01 OTHER EVENTS

Attached as Exhibit 99.1 is the Company's recently adopted Policy on Fair

Edgar Filing: ADVO INC - Form 8-K

Disclosure to Investors.

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS

(c) Exhibits.

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

-2-

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

John D. Speridakos
Vice President & Controller

- 3 -

EXHIBIT INDEX

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