

Edgar Filing: ADVO INC - Form 8-K

ADVO INC
Form 8-K
March 25, 2004

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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

March 25, 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 IdentificationNo.) |

One Univac Lane, P.O. Box 755, Windsor, Connecticut 06095-0755

(Address of Principal Executive Offices)

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

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ITEM 5. OTHER EVENTS

On March 25, 2004, ADVO, Inc. (the "Company") issued a press release announcing that James Dahmus, Executive Vice President and Chief Financial Officer, has

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decided to leave the Company to pursue another business interest.

A copy of the Company's press release is filed as Exhibit No. 99.1 to this Current Report.

| Exhibit No. ----- | Description ----- |
|----------------------|--|
| 99.1 | Press release dated March 25, 2004, issued by the Company. |

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.

ADVO, Inc.

Date: March 25, 2004

By /s/ JOHN D. SPERIDAKOS

John D. Speridakos
Vice President and Controller

EXHIBIT INDEX

Incorporated by

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| Exhibit No. ----- | Description ----- | Reference ----- |
|----------------------|--|--------------------|
| 99.1 | Press release dated March 25 2004, issued by the Company. | Filed herewith. |