



## PRESS RELEASE

### FOR IMMEDIATE RELEASE

#### **SuperCoups® Announces Expansion in Richmond, Virginia**

-- Newest Franchisee Brings a "Spark" to the Neighborhood --

**E. TAUNTON, MA** – March 28, 2006 – SuperCoups, a leading direct mail franchisor since 1982 announced today the formation of a new SuperCoups franchise in Richmond, VA. Lisa Ritchie joins the SuperCoups franchise family after 12 years of sales experience in the staffing industry.

"Lisa has brought a new dimension to our franchise family – enthusiasm and energy that is contagious", said Bill Matthews, Vice President of Franchise Development. "Through hard work and her incredible energy level, I know Lisa will do well developing her business in Richmond's West End. She will also make a great franchise neighbor to our previously established franchisee, Donna Hale", added Matthews.

Ritchie's goal is simple; network with small business owners and work with them to create compelling advertising offers. These offers are mailed in SuperCoups' recognized bright yellow and blue envelope to about 80,000 homes in the West End area of Richmond. Consumers receive these envelopes six times per year and use the coupons within their local area.

"I'm thrilled to be part of the SuperCoups system", said Ritchie. "I look forward to the daily challenges of growing my business and helping other small businesses grow by advertising in our premier, direct-mail program".

Lisa Ritchie can be reached at [lritchie@supercoups.biz](mailto:lritchie@supercoups.biz) or by calling 804-833-1266.

**About SuperCoups:** SuperCoups, a wholly owned subsidiary of ADVO, is a premier co-op direct mail franchise company. Leveraging ADVO's unique targeting platform, SuperCoups' exclusive coupon distribution model provides franchisees with a cost-effective way to create high-impact returns for their customers. Since 1982, SuperCoups' direct marketing solutions have delivered local coupons with super savings to consumers, helping America's small businesses grow while maximizing returns on their advertising investment. SuperCoups' franchisees and sales people are professionally trained to assist advertisers in developing the most effective offers and campaigns to maximize results. Headquartered in a new, state-of the art, 62,000 square-foot facility in East Taunton, Massachusetts, SuperCoups currently mails over 1.3 billion offers in 64 million envelopes to 21 states and Puerto Rico. For more information about SuperCoups or its franchisees visit <http://www.supercoups.com>.

**About ADVO:** ADVO is the nation's leading direct mail media company, with annual revenues of nearly \$1.4 billion. Serving 17,000 national, regional and local retailers, the company reaches 114 million mailboxes, or 90 per cent of the nation's

households, with its *ShopWise*® shared mail advertising. At the same time, the company's industry-leading targeting technology, coupled with its unparalleled logistics capabilities, enable retailers seeking superior return on investment to target, version and deliver their print advertising directly to consumers most likely to respond.

Demonstrating ADVO's effectiveness as a print medium, the company's "Have You Seen Me? ®" missing child card, distributed with each ShopWise® package, is the most recognized mail in America. This signature public service program has been responsible for safely recovering 138 children. The program was created in partnership with the National Center for Missing & Exploited Children and the U.S. Postal Service in 1985.

ADVO employs 3,700 people at its 23 mail processing facilities, regional sales offices and headquarters in Windsor, CT. The company can be visited online at [www.ADVO.com](http://www.ADVO.com).

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SuperCoups® Contact:  
Jennifer Gray Byrne, Marketing Manager  
[jbyrne@supercoups.com](mailto:jbyrne@supercoups.com)  
508.977.2010