



Press Release

NCMEC, USPS and ADVO Unveil Changes to the “Have You Seen Me?” Mail Program

Photos of Missing Children will be Larger and in Full Color on the ShopWise Mail Circular

Washington D.C., May 10, 2007: The National Center for Missing & Exploited Children (NCMEC), the United States Postal Service (USPS) and ADVO today announced changes to the “Have You Seen Me?” mail program. Beginning May 14, photos of America’s missing children will be larger, in full color and prominently featured on page four of ADVO’s ShopWise mail circular. Previously, the photos were smaller and printed in black and white on a detached address label, familiar to most Americans as the white Missing Child Card they receive in the mail.

“ADVO has been a long time partner of the National Center for Missing & Exploited Children and we are grateful for their continued commitment to the Missing Children Program and our shared mission,” said **John Walsh, Co-Founder of NCMEC and host of television’s “America’s Most Wanted.** “It’s a program that truly makes a difference in reuniting missing children with their loved ones. We now ask every American to make a conscious effort to look for the photos of missing children in the new location. Taking just 10 seconds to look at the photo may be enough to recognize a missing child and help bring them home.”

As a direct result of leads generated by the “Have You Seen Me?” program, 144 missing children to date have been safely recovered. According to NCMEC, photos are the number one tool parents and law enforcement officials have in their search for missing children. By featuring recent or age-progressed photos of missing children and their alleged abductors, the program empowers the American public to help safely recover missing children.

“ADVO has the power to reach 114 million American homes every month. Our expansive reach is why this public service program works. After more than 20 years of success, we’re excited to see this program evolve,” said **Rob Mason, ADVO President.** “These enhanced photos provide even more hope that these children will be found and reunited with their families.”

"The success of this program is evidence of the power of mail," said **Postmaster General John E. Potter.** "Everyone can help bring home America's missing children by looking for these new pictures in their mailbox."

ADVO’s ‘Have You Seen Me?’ pictures of missing children are delivered regularly to more than 90% of American homes as part of the ShopWise® mail circular. Since the program’s inception in 1985, ADVO has mailed more than 80 billion photos profiling over 1,500 of America’s missing children. The newly designed mail circular improves the program’s visibility and overall cost-effectiveness. After a 22-year partnership, NCMEC, USPS and ADVO continue to work together to find ways to evolve and enhance the Missing Children Program.

About the National Center for Missing & Exploited Children

NCMEC is a 501(c)(3) nonprofit organization that works in cooperation with the U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention. NCMEC's congressionally mandated CyberTipline, a reporting mechanism for child sexual exploitation, has handled more than 475,000 leads. Since its establishment in 1984, NCMEC has assisted law enforcement with more than 130,300 missing

child cases, resulting in the recovery of more than 112,900 children. For more information about NCMEC, call its toll-free, 24-hour hotline at 1-800-THE-LOST or visit its website at www.missingkids.com.

About Valassis/ADVO

Valassis/ADVO is the nation's leading marketing services company, offering unique and diverse media plans with the most comprehensive product and customer portfolio in the industry. The company offers products and services including newspaper-delivered promotions such as inserts, sampling, polybags and on-page advertisements; shared mail; direct mail; in-store marketing; direct-to-door advertising and sampling; Internet-delivered marketing; loyalty marketing software; coupon and promotion clearing; promotion planning; and analytic services. We reach over 60 million households through weekly newspaper distribution and 90% of U.S. homes through shared mail distribution. The company has relationships with more than 15,000 advertisers worldwide in various industries, representing 96 of the top 100 U.S. advertisers. For additional information, visit the company Web site at <http://www.valassis.com>.

About the U.S. Postal Service

An independent federal agency, the U.S. Postal Service is the only delivery service that visits 146 million homes and businesses, six days a week. It has 37,000 retail locations and relies on the sale of postage, products, and services to cover its operating expenses. The Postal Service has annual revenues of \$73 billion and delivers nearly half the world's mail.

Safe Harbor and Forward-Looking Statements

Certain statements found in this document constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks and uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include, among others, the following: price competition from the Company's existing competitors; new competitors in any of the Company's businesses; a shift in customer preference for different promotional materials, strategies or coupon delivery methods; an unforeseen increase in the Company's paper or postal costs; economic disruptions caused by terrorist activity, armed conflict or changes in general economic conditions; changes which affect the businesses of the Company's customers and lead to reduced sales promotion spending; challenges and costs of achieving synergies in connection with the ADVO acquisition and integrating ADVO's operations; or the ability of the Company to generate a sufficient amount of cash flow to meet its debt obligations. The Company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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