

ADVO, INC. INSTITUTIONAL INTERROGATORIES TO VALPAK

ADVO-VP-1. For the year 2005, please provide a breakout of the following volume information for Valpak's coupon envelope program (including both owned and franchisee operations):

- a. The volume of letter mail pieces and percentage of total volume that weighed 3.3 ounces or less and paid the ECR saturation letter rate.
- b. The volume of letter mail pieces and percentage of total volume that weighed between 3.3 and 3.5 ounces and paid the "heavyweight" saturation letter rate.
- c. The volume of letter mail pieces and percentage of total volume that weighed more than 3.5 ounces and paid the ECR saturation non-letter rate.
- d. If the percentages in a-c above do not total to 100 percent, please explain why (e.g., pieces under 3.3 ounces but flat-shaped; pieces that were not saturation density).

If information for 2005 is not available, please provide the information for the most recent 12-month period (specifying the period).

ADVO-VP-2. For the year 2005, please provide a breakout of the following weight information for Valpak's coupon envelope program (including both owned and franchisee operations):

- a. The overall average weight per piece.

- b. The average weight per piece of letter mail pieces that weighed 3.3 ounces or less and paid the ECR saturation letter rate.
- c. The average weight per piece of mail pieces that weighed over 3.5 ounces and paid the ECR saturation non-letter rate.

If information for 2005 is not available, please provide the information for the most recent 12-month period (specifying the period).