

ADVANCED MARKETING SERVICES INC  
Form 8-K  
September 15, 2004

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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

Date of Report (Date of earliest event reported): September 13, 2004

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ADVANCED MARKETING SERVICES, INC.  
(Exact Name of Registrant as Specified in Charter)

Delaware 0-16002 95-3768341  
(State or Other Jurisdiction of (Commission File Number) (I.R.S. Employer  
Incorporation) Identification No.)

5880 Oberlin Drive 92121  
San Diego, California (Zip Code)  
(Address of Principal Executive Offices)

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Registrant's telephone number, including area code: (858) 457-2500

N/A  
(Former name or former address, if changed since last report)

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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:

- Written communications 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))

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Item 7.01. REGULATION FD DISCLOSURE.

On September 13, 2004, Advanced Marketing Services, Inc. (the "Company"), a Delaware corporation, issued a public announcement, which is incorporated into this Item 7.01 by reference, announcing lowered financial expectations for its fiscal year ended March 31, 2004.

A copy of the public announcement is attached to this Current Report as Exhibit 99.1.

The information in this Current Report and the exhibit attached to this Current Report as Exhibit 99.1 is being furnished and shall not be deemed "filed" for purposes of Section 18 of the Securities Act of 1934 or otherwise subject to the liabilities of that Section nor shall they be deemed incorporated by reference into any filing under the Securities Act of 1933 or the Securities Act of 1934, except as shall be expressly stated by specific reference in such filing.

Item 9.01. FINANCIAL STATEMENTS AND EXHIBITS.

Exhibit 99.1      Public announcement of Advanced Marketing Services, Inc., dated September 13, 2004.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

ADVANCED MARKETING SERVICES, INC.

Date: September 13, 2004

By: \_\_\_\_\_

Bruce C. Myers  
Executive Vice President  
and Chief Financial Officer