

ADVANCED MARKETING SERVICES INC
Form 8-K
August 13, 2003

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): August 12, 2003

ADVANCED MARKETING SERVICES, INC.

(Exact name of registrant as specified in its charter)

DELAWARE

(State or other jurisdiction of incorporation)

0-16002

(Commission File Number)

95-3768341

(IRS Employer Identification No.)

5880 OBERLIN DRIVE, SAN DIEGO, CALIFORNIA 92121

(Address of principal executive offices)

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

NA

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

ITEM 9. REGULATION FD DISCLOSURE

On August 12, 2003, the registrant issued a press release announcing the filing of a Form 12b-25 Notification with the Securities and Exchange Commission in connection with its Form 10-Q for the first quarter ended June 28, 2003. The full text of the press release, which shall not be deemed filed under the Securities and Exchange Act of 1934, is attached hereto as Exhibit 99.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934,

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the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

ADVANCED MARKETING SERVICES, INC.
(Registrant)

August 12, 2003

By: /s/ Michael M. Nicita

Date

Michael M. Nicita
President and Chief Executive Officer