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ADVANCED MARKETING SERVICES INC  
Form 8-K  
September 10, 2002

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 6, 2002

ADVANCED MARKETING SERVICES, INC.

-----  
(Exact name of registrant as specified in its charter)

DELAWARE

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(State or other jurisdiction of incorporation)

0-16002

95-3768341

-----  
(Commission File Number)

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(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

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

ITEM 9. REGULATION FD DISCLOSURE

On September 6, 2002, Michael M. Nicita, our President and Chief Executive Officer, and Charles B. Winton, President and Chief Executive Officer of our subsidiary Publishers Group West, were quoted in the San Francisco Business Times. A copy of the article in which Messrs. Nicita and Winton were quoted is attached hereto as Exhibit 99.

SIGNATURE

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

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undersigned thereunto duly authorized.

ADVANCED MARKETING SERVICES, INC.  
(Registrant)

SEPTEMBER 9, 2002  
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Date

By: /S/ EDWARD J. LEONARD  
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Edward J. Leonard  
Executive Vice President and  
Chief Financial Officer