

ADVANCED MARKETING SERVICES INC  
Form 8-K  
August 18, 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 14, 2003

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

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(Commission File Number)

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(IRS Employer Identification No.)

5880 OBERLIN DRIVE, SAN DIEGO, CALIFORNIA 92121

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(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 August 14, 2003, the registrant issued a press release announcing the successful launch of the final phase of its systems implementation. 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, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

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ADVANCED MARKETING SERVICES, INC.  
(Registrant)

August 18, 2003

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Date

By: /S/ MICHAEL M. NICITA

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Michael M. Nicita  
President and Chief Executive Officer