

ADVANCED MARKETING SERVICES INC

Form 8-K

October 19, 2004

**Table of Contents**

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**UNITED STATES**

**SECURITIES AND EXCHANGE COMMISSION**

**Washington, DC 20549**

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**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): October 15, 2004**

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**ADVANCED MARKETING SERVICES, INC.  
(Exact name of registrant as specified in its charter)  
95-3768341**

**Delaware  
(State or other jurisdiction of  
incorporation)**

**0-16002  
(Commission File Number)**

**(IRS Employer  
Identification No.)**

**5880 Oberlin Drive  
San Diego, California  
(Address of Principal Executive Offices)**

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**92121  
(Zip Code)**

**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 (see General Instruction A.2. below):**

- 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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**TABLE OF CONTENTS**

Item 7.01 Regulation FD Disclosure

Item 9.01 Exhibit

SIGNATURES

EXHIBIT 99.1

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**Table of Contents**

**Item 7.01 Regulation FD Disclosure**

On October 18, 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 the resignation of Kevan M. Lyon, Executive Vice President, Wholesale Merchandising/Distribution, as of October 15, 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 Exhibit**

Exhibit 99.1 Public announcement of Advanced Marketing Services, Inc., dated October 18, 2004.

-2-

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**Table of Contents**

**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: October 18, 2004

By: /s/ BRUCE C. MYERS  
Bruce C. Myers  
Executive Vice President & Chief  
Financial Officer

-3-