

ADVANCED MARKETING SERVICES INC  
Form 8-K  
April 13, 2004

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SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 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): April 12, 2004  
\_\_\_\_\_

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

Delaware	0-16002	95-3768341
(State or other jurisdiction	(Commission File Number)	(I.R.S. Employer
of incorporation)		Identification No.)
	5880 Oberlin Drive	92121
	San Diego, California	(Zip Code)
	(Address of principal executive offices)	

\_\_\_\_\_  
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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Item 5. OTHER EVENTS AND REGULATION FD DISCLOSURE

A copy of the press release issued by Advanced Marketing Services, Inc., a Delaware corporation, on April 12, 2004, is filed as Exhibit 99.1 to this report and is incorporated herein by reference.

Item 7. FINANCIAL STATEMENTS AND EXHIBITS

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(c) EXHIBITS.

Exhibit No.	Description
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99.1	Press Release of Advanced Marketing Services, Inc. issued April 12, 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: April 12, 2004

By: /s/ Charles Tillinghast

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Charles Tillinghast  
President and Chief Executive Officer