

ADVANCED MARKETING SERVICES INC  
Form 8-K  
June 09, 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): JUNE 1, 2004

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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)

95-37683  
(I.R.S. EMPLOYER  
IDENTIFICATION NUMBER)

5880 OBERLIN DRIVE  
SAN DIEGO, CALIFORNIA  
(ADDRESS OF PRINCIPAL EXECUTIVE OFFICES)

92121  
(ZIP CODE)

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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

On June 1, 2004, the Board of Directors of Advanced Marketing Services, Inc. (the "Company"), a Delaware corporation, accepted the resignation of Michael M. Nicita as a Director. The Board of Directors previously accepted Mr. Nicita's resignation as President and Chief Executive Officer of the Company on April 12, 2004. The number of the Company's directors has been reduced to eight.

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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: June 9, 2004

By: /s/Bruce C. Myers

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Bruce C. Myers  
Executive Vice President and Chief  
Financial Officer

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