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ADVANCED MARKETING SERVICES INC  
Form 8-K  
October 24, 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): October 23, 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 5. OTHER EVENTS AND REGULATION FD DISCLOSURE

On October 23, 2003, the registrant issued a public announcement concerning a delay in the filing of its Form 10-Q for the second quarter ended September 27, 2003. The full text of the announcement, 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

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undersigned hereunto duly authorized.

ADVANCED MARKETING SERVICES, INC.  
(Registrant)

October 23, 2003

By: /s/ Michael M. Nicita

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Date

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Michael M. Nicita  
President and Chief Executive Officer