

AMERICAN MEDICAL SECURITY GROUP INC

Form 8-K

August 04, 2004

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 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 4, 2004

AMERICAN MEDICAL SECURITY GROUP, INC.
(Exact name of Registrant as specified in its charter)

WISCONSIN
(State of Incorporation)

1-13154
(Commission File Number)

39-1431799
(I.R.S. Employer
Identification No.)

3100 AMS BOULEVARD, GREEN BAY, WISCONSIN
(Address of principal executive offices)

54313
(Zip Code)

(920) 661-1111
(Registrant's telephone number, including area code)

ITEM 12. RESULTS OF OPERATIONS AND FINANCIAL CONDITION

On August 4, 2004, American Medical Security Group, Inc. issued a press release announcing second quarter 2004 financial results. A copy of the press release is furnished as Exhibit 99 to this report.

The information in this Form 8-K and the exhibit attached hereto are furnished and shall not be deemed "filed" for purposes of Section 18 of the Securities Act of 1934, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, except as shall be expressly set forth by specific reference in such filing.

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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 thereunto duly authorized.

AMERICAN MEDICAL SECURITY GROUP, INC.

Dated: August 4, 2004

/S/ TIMOTHY J. MOORE

Timothy J. Moore
Senior Vice President of Corporate Affairs,
General Counsel & Secretary

AMERICAN MEDICAL SECURITY GROUP, INC.
(THE "REGISTRANT")
(COMMISSION FILE NO. 1-13154)

EXHIBIT INDEX
TO
FORM 8-K CURRENT REPORT
DATE OF REPORT: AUGUST 4, 2004

| EXHIBIT NUMBER | DESCRIPTION | FILED HEREWITH |
|-------------------|--|-------------------|
| 99 | Press Release dated August 4, 2004 issued by the Registrant | X |