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Item 7.01. REGULATION FD DISCLOSURE.

On September 13, 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 lowered financial expectations for its fiscal year ended March 31, 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. FINANCIAL STATEMENTS AND EXHIBITS.

Exhibit 99.1      Public announcement of Advanced Marketing Services, Inc., dated September 13, 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: September 13, 2004

By: \_\_\_\_\_

Bruce C. Myers  
Executive Vice President  
and Chief Financial Officer