

AMERICAN MEDICAL SECURITY GROUP INC  
 Form 4  
 December 14, 2004

**FORM 4**

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 RIORDAN MICHAEL T

2. Issuer Name and Ticker or Trading Symbol  
 AMERICAN MEDICAL SECURITY GROUP INC [AMZ]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
 12/13/2004

Director  10% Owner  
 Officer (give title below)  Other (specify below)

C/O AMERICAN MEDICAL SECURITY GROUP, 3100 AMS BOULEVARD

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

GREEN BAY, WI 54313

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
				(A) or (D) Code V Amount Price			
Common Stock	12/13/2004		D	7,300 D \$ 32.75	0	D	
Common Stock	12/13/2004		D	1,330 D \$ 32.75	0	I	By Michael T. Riordan 1997 Trust

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474 (9-02)

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**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Security (Instr. 3 and 4)	Amount or Number of Shares
					(A)	(D)	Date Exercisable	Expiration Date		
Non-employee director stock option (right to buy)	\$ 5.8125	12/13/2004		D		16,000	<u>(1)</u>	11/16/2011	Common Stock	16,000
Non-employee director stock option (right to buy)	\$ 5.1875	12/13/2004		D		10,000	<u>(2)</u>	11/16/2012	Common Stock	10,000
Non-employee director stock option (right to buy)	\$ 10.2	12/13/2004		D		8,000	<u>(3)</u>	11/28/2013	Common Stock	8,000
Non-employee director stock option (right to buy)	\$ 14.41	12/13/2004		D		6,700	<u>(4)</u>	01/19/2015	Common Stock	6,700
Non-employee stock option (right to buy)	\$ 10.25	12/13/2004		D		5,000	<u>(5)</u>	09/27/2010	Common Stock	5,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
RIORDAN MICHAEL T C/O AMERICAN MEDICAL SECURITY GROUP 3100 AMS BOULEVARD GREEN BAY, WI 54313	X			

## Signatures

/s/Cheryl A. Thomson  
Attorney-in-Fact

12/14/2004

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) This option vested in three equal annual installments beginning November 17, 2000.
- (2) This option vested in three equal annual installments beginning November 17, 2001.
- (3) This option vested in three equal annual installments beginning November 29, 2002.
- (4) This option vested in three equal annual installments beginning January 20, 2004.
- (5) This option vested in three equal annual installments beginning September 28, 1999.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.  
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