

Edgar Filing: ADVANTAGE MARKETING SYSTEMS INC/OK - Form 8-K

ADVANTAGE MARKETING SYSTEMS INC/OK

Form 8-K

March 25, 2004

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) March 25, 2004

ADVANTAGE MARKETING SYSTEMS, INC.
(Exact name of registrant as specified in its charter)

OKLAHOMA	001-13343	73-1323256
(State or other jurisdiction of incorporation)	(Commission File Number)	(IRS Employer Identification No.)

711 N.E. 39th Street
Oklahoma City, Oklahoma 73105
(Address of principal executive offices) (Zip Code)

(405) 842-0131
(Registrant's telephone number, including area code)

Information To Be Included in the Report

Item 7. Financial Statements and Exhibits.

(c) The following exhibit is filed with this Form 8-K and is identified by the number indicated:

Exhibit No.	Description
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99.1	Earnings call script dated March 25, 2004.
99.2	Press release dated March 25, 2004.

Item 9. Regulation FD Disclosure.

On March 25, 2004, Advantage Marketing Systems held an earnings call regarding its 2003 operating results and guidance for 2004. The script from the earnings call is attached hereto as Exhibit 99.1.

Item 12. Results of Operation and Financial Conditions.

On March 25, 2004, Advantage Marketing Systems issued a press release setting forth its year-end financial results and financial guidance for 2004. The press release is attached hereto as Exhibit 99.2.

SIGNATURES

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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.

ADVANTAGE MARKETING SYSTEMS, INC.

By: REGGIE COOK
Name: Reggie Cook
Title: Chief Financial Officer

Date: March 25, 2004

EXHIBIT INDEX

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99.1	Earnings call script dated March 25, 2004.	Filed herewith electronically
99.2	Press release dated March 25, 2004.	Filed herewith electronically