

AMERICAN MEDICAL SECURITY GROUP INC  
Form 8-K  
May 05, 2004

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549

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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): May 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.)
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3100 AMS BOULEVARD, GREEN BAY, WISCONSIN (Address of principal executive offices)	54313 (Zip Code)
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(920) 661-1111  
(Registrant's telephone number, including area code)

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ITEM 12. RESULTS OF OPERATIONS AND FINANCIAL CONDITION

On May 4, 2004, American Medical Security Group, Inc. issued a press release announcing first 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: May 4, 2004

/S/ TIMOTHY J. MOORE

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

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

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

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

EX-1