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ADVANTAGE MARKETING SYSTEMS INC/OK

Form 8-K

October 16, 2003

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) October 14, 2003

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

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

2601 N.W. Expressway, Suite 1201W,
Oklahoma City, Oklahoma 73112
(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 5. Other Events and Regulation FD Disclosure.

On October 14, 2003, the Board of Directors of Advantage Marketing Systems, Inc. approved the extension of the exercise period of its 1997-A Warrants, its Redeemable Common Stock Purchase Warrants and all of its outstanding Underwriter's Warrants from November 12, 2003, to November 12, 2004, effective on November 12, 2003.

The following table summarizes the Company's outstanding common stock warrants as of September 30, 2003:

	Warrants Issued and Outstanding -----	Exercise Price -----
1997-A Warrants	308,768	\$ 3.40
Redeemable Common Stock Purchase Warrants	1,436,000	\$ 3.40
Underwriter's Warrants	130,000	\$ 5.40
Underwriter's Warrants	130,000	\$ 3.40 (1)

(1) These warrants are attached to and are exercisable upon exercise of the

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\$5.40 Underwriter Warrants.

There was no impact on consolidated results of operations, financial position or cash flows as a result of this extension.

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.

ADVANTAGE MARKETING SYSTEMS, INC.

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

Date: October 16, 2003