

AMERICAN MEDICAL SECURITY GROUP INC

Form 4

December 15, 2004

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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

## OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
MOORE TIMOTHY J

(Last) (First) (Middle)

C/O AMERICAN MEDICAL  
SECURITY GROUP INC, 3100  
AMS BLVD

(Street)

GREEN BAY, WI 54313

(City) (State) (Zip)

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

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

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_X\_ Officer (give title below) \_\_\_\_ Other (specify below)  
Sr VP, General Counsel, Sec.

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

**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 Indirect Beneficial Ownership (Instr. 4)
Common Stock	12/13/2004		D	4,700	D		
Common Stock	12/13/2004		D	8,895.5 (1)	D		By 401(k) plan

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 Securities (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 17.19	12/13/2004		D	11,616	<u>(2)</u>	03/02/2009	Common Stock	11,616
Employee Stock Option (right to buy)	\$ 10.25	12/13/2004		D	35,000	<u>(3)</u>	09/27/2010	Common Stock	35,000
Employee Stock Option (right to buy)	\$ 12	12/13/2004		D	25,000	<u>(4)</u>	09/27/2010	Common Stock	25,000
Employee Stock Option (right to buy)	\$ 12.25	12/13/2004		D	4,770	11/17/1998	11/16/2010	Common Stock	4,770
Employee Stock Option (right to buy)	\$ 5.8125	12/13/2004		D	16,475	<u>(5)</u>	11/16/2011	Common Stock	16,475
Employee Stock Option (right to buy)	\$ 5.1875	12/13/2004		D	5,000	<u>(6)</u>	11/16/2012	Common Stock	5,000
Employee Stock Option (right to	\$ 10.2	12/13/2004		D	25,000	<u>(7)</u>	11/28/2013	Common Stock	25,000

## Stock

D

(8)

Common  
Stock

21,000

(right to

buy)

**Reporting Owner Name / Address**

## Relationships

Director

10% Owner

Officer

Other

C/O AMERICAN MEDICAL SECURITY GROUP

INC

Sr VP, General Counsel, Sec.

3100 AMS BLVD

GREEN BAY, WI 54313

Timothy J.

12/15/2004

Moore

**\*\*Signature of  
Reporting Person**

Date \_\_\_\_\_

- \* 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).

The reporting person acquired 139.9 shares of AMZ common stock under the issuer's 401(k) plan since November 24, 2003. Such

- (1) The reporting person acquired 100 shares of PACC common stock under the 1997 plan since November 24, 2001, which acquisitions, which were not "discretionary transaction" as defined in Rule 16b-3(b) are exempt from Section 16b by virtue of Rule 16b-3(c) and are exempt from the reporting requirements of Section 16(a) by virtue of Rule 16a-3(f)(1)(i)(B).
- (2) This option became fully vested September 28, 1998.
- (3) This option vested in four equal annual installments beginning September 28, 1999.
- (4) This option vested in four equal annual installments beginning September 28, 1999.
- (5) This option vested in four equal annual installments beginning November 17, 2000.
- (6) This option vested in four equal annual installments beginning November 17, 2001.
- (7) This option vested in four equal annual installments beginning November 29, 2002.
- (8) This option vested in four equal annual installments beginning January 20, 2004.

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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