

AMERICAN MEDICAL SECURITY GROUP INC
 Form 4
 December 14, 2004

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

OMB APPROVAL
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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) | Price | | |
| Common Stock | 12/13/2004 | | D | V | 7,300 | D | |
| | | | | | \$ 32.75 | | |
| Common Stock | 12/13/2004 | | D | V | 1,330 | D | |
| | | | | | \$ 32.75 | | |

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)

displays a currently valid OMB control number.

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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