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AMERICAN AMMUNITION INC/FL
Form 10QSB
May 17, 2004

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 20549

Form 10-QSB

(Mark one)

Quarterly Report under Section 13 or 15(d) of the Securities Exchange Act of 1934

For the quarterly period ended March 31, 2004

Transition Report Under Section 13 or 15(d) of the Securities Exchange Act of 1934

For the transition period from _____ to _____

Commission File No.: 000-32379

American Ammunition, Inc.

(Name of small business registrant in its charter)

California

(State or other jurisdiction of incorporation or organization)

91-2021594

(I.R.S. Employer Identification No.)

3545 NW 71st Street
Miami, FL

(Address of principal executive offices)

33147

(Zip Code)

Registrant's telephone number: (305) 835-7400

Securities registered under Section 12(b) of the Exchange Act:

Title of each class	Name of each exchange on which registered
None	
-----	-----

Securities registered under Section 12(g) of the Exchange Act:

Common Stock, \$0.001 par value

(Title of class)

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Check whether the issuer (1) filed all reports required to be filed by Section 13 or 15(d) of the Exchange Act during the past 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. YES NO

State the number of shares outstanding of each of the issuer's classes of common equity as of the latest practicable date: April 27, 2004: 69,331,666

Transitional Small Business Disclosure Format (check one): YES NO

American Ammunition, Inc.

Form 10-QSB for the Quarter ended March 31, 2004

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Part I

Item 1 - Financial Statements

American Ammunition, Inc. and Subsidiaries
 Consolidated Balance Sheets
 March 31, 2004 and 2003

(Unaudited)

	March 31, 2004	March 31, 2003
ASSETS		
Current Assets		
Cash on hand and in bank	\$ 111,595	\$ 597,778
Accounts receivable - trade, net of allowance for doubtful accounts of \$-0- and \$-0-, respectively	306,709	194,827
Inventory	1,345,586	409,940
Prepaid expenses	38,067	25,307
	-----	-----
Total Current Assets	1,801,957	1,224,852
	-----	-----
Property and Equipment - at cost		
Manufacturing equipment	7,416,352	6,848,344
Office furniture and fixtures	77,381	58,528
Leasehold improvements	187,397	190,028
	-----	-----
	7,681,130	7,096,900
Accumulated depreciation	(4,241,372)	(3,558,507)
	-----	-----
Net Property and Equipment	3,439,758	3,538,393
	-----	-----
Other Assets		
Deposits and other	77,860	77,710
	-----	-----
TOTAL ASSETS	\$ 5,319,575	\$ 4,841,105
	=====	=====

- Continued -

The financial information presented herein has been prepared by management without audit by independent certified public accountants.

The accompanying notes are an integral part of these consolidated financial statements.

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American Ammunition, Inc. and Subsidiaries
Consolidated Balance Sheets - Continued
March 31, 2004 and 2003

(Unaudited)

	March 31, 2004	March 31, 2003
LIABILITIES AND STOCKHOLDERS' EQUITY		
Current Liabilities		
Current maturities of leases payable	\$ 4,905	\$ 9,507
Customer deposits	4,100	30,000
Accounts payable - trade	248,798	384,115
Working capital advance	-	200,000
Accrued expenses	-	18,709
Accrued dividends payable	11,021	14,000
	268,824	656,431
Total Current Liabilities		
Long-Term Liabilities		
Note payable to a bank	-	-
Capital leases payable	-	5,572
	268,824	662,003
Total Liabilities		
Commitments and Contingencies		
Convertible Debenture	341,365	215,000
	518,500	160,000
Mandatory Convertible Preferred Stock		
103,700 and 32,000 shares issued and outstanding	518,500	160,000
	4,190,886	3,804,102
Stockholders' Equity		
Preferred stock - \$0.001 par value		
20,000,000 shares authorized.		
1,795,320 shares allocated to Series A	-	-
Common stock - \$0.001 par value.		
300,000,000 shares authorized.		
69,331,666 and 58,696,522 shares		
issued and outstanding, respectively	69,332	58,697
Additional paid-in capital	21,949,327	17,710,578
Accumulated deficit	(17,827,773)	(13,965,173)
	4,190,886	3,804,102
Total Stockholders' Equity		
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	\$ 5,319,575	\$ 4,841,105

The financial information presented herein has been prepared
by management without audit by independent certified public

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accountants.

The accompanying notes are an integral part of these consolidated financial statements.

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American Ammunition, Inc. and Subsidiaries
 Consolidated Statements of Operations and Comprehensive Loss
 Three months ended March 31, 2004 and 2003

(Unaudited)

	Three months ended March 31, 2004	Three months ended March 31, 2003
	-----	-----
Revenues - net of returns and allowances	\$ 281,507	\$ 608,437
	-----	-----
Cost of Sales		
Materials, Direct Labor and other direct costs	532,045	510,786
Depreciation	173,088	164,319
	-----	-----
Total Cost of Sales	705,133	675,105
	-----	-----
Gross Profit	(423,626)	(66,668)
	-----	-----
Operating Expenses		
Research and development expenses	-	-
Marketing and promotion expenses	123,179	9,932
Other operating expenses	290,667	211,149
Bad debt expense	27,819	-
Interest expense	260	11,720
Depreciation expense	1,894	866
Compensation expense related to issuances of common stock at less than "fair value"	321,000	-
	-----	-----
Total Operating Expenses	764,819	233,687
	-----	-----
Loss from Operations	(1,188,445)	(300,355)
	-----	-----
Other Income (Expense)	87	-
	-----	-----
Loss before Income Taxes	(1,188,358)	(300,355)
	-----	-----
Provision for Income Taxes	-	-
	-----	-----
Net Loss	(1,188,358)	(300,355)
	-----	-----
Other Comprehensive Income	-	-
	-----	-----
Comprehensive Loss	\$ (1,188,358)	\$ (300,355)

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	=====	=====
Loss per weighted-average share of common stock outstanding, computed on net loss - basic and fully diluted	\$ (0.02)	\$ (0.01)
	=====	=====
Weighted-average number of common shares outstanding	67,769,150	56,635,979
	=====	=====

The financial information presented herein has been prepared by management without audit by independent certified public accountants.

The accompanying notes are an integral part of these consolidated financial statements. 5

American Ammunition, Inc. and Subsidiaries
Consolidated Statements of Cash Flows
Three months ended March 31, 2004 and 2003

(Unaudited)

	Three months ended March 31, 2004	Three months ended March 31, 2003
	-----	-----
Cash flows from operating activities		
Net loss for the period	\$ (1,188,358)	\$ (300,355)
Adjustments to reconcile net loss to net cash provided by operating activities		
Depreciation and amortization	174,982	165,205
Bad debt expense	27,819	-
Compensation expense related to issuance of common stock at less than "fair value"	321,000	-
(Increase) Decrease in		
Accounts receivable	186,307	(163,539)
Inventory	(232,830)	(22,126)
Prepaid expenses, deposits and other	(2,321)	(5,916)
Increase (Decrease) in		
Accounts payable - trade	119,933	(30,795)
Customer deposits	-	(50,953)
	-----	-----
Net cash provided by (used in) operating activities	(588,826)	(408,479)
	-----	-----
Cash flows from investing activities		
Purchase of property and equipment	(302,314)	(6,972)
	-----	-----
Net cash used in investing activities	(302,314)	(6,972)
	-----	-----

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Cash flows from financing activities		
Cash received on working capital advance	-	200,000
Principal paid on long-term capital leases	(2,936)	(2,269)
Principal paid on long-term debt	-	(450,000)
Cash paid for debt and equity financing	-	(16,000)
Cash received from sale of common stock and warrant exercise	500,000	1,124,182
	-----	-----
Net cash provided by financing activities	497,064	855,913
	-----	-----
Increase (Decrease) in Cash	(394,076)	440,462
Cash at beginning of period	505,671	157,316
	-----	-----
Cash at end of period	\$ 111,595	\$ 597,778
	=====	=====

- Continued -

The financial information presented herein has been prepared by management without audit by independent certified public accountants.

The accompanying notes are an integral part of these consolidated financial statements. 6

American Ammunition, Inc. and Subsidiaries
Consolidated Statements of Cash Flows - Continued
Three months ended March 31, 2004 and 2003

(Unaudited)

	Three months ended March 31, 2004	Three months ended March 31, 2003
	-----	-----
Supplemental disclosure of interest and income taxes paid		
Interest paid for the period	\$ 260	\$ 11,720
	=====	=====
Income taxes paid for the period	\$ -	\$ -
	=====	=====
Supplemental disclosure of non-cash investing and financing activities		
Conversion of debt and accrued interest payable to a stockholder into common stock	\$ -	\$ 125,000
	=====	=====
Conversion of convertible preferred stock into common stock	\$ -	\$ 45,000

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	=====	=====
Conversion of convertible debenture into common stock	\$ 50,000	\$ 35,000
	=====	=====

The financial information presented herein has been prepared by management without audit by independent certified public accountants.

The accompanying notes are an integral part of these consolidated financial statements. 7

American Ammunition, Inc. and Subsidiaries
Notes to Consolidated Financial Statements

Note A - Organization and Description of Business

American Ammunition, Inc. (AAI or Company) was incorporated on February 1, 2000 in the State of California as FirsTelevision.com. AAI subsequently changed its corporate name to FBI Fresh Burgers International which unsuccessfully marketed a business plan concept of a national "fast food" restaurant chain.

On September 29, 2001, the Company, F&F Equipment, Inc. (F&F) and the individual shareholders of F&F entered into an "Agreement For The Exchange Of Common Stock" (Exchange Agreement) whereby the shareholders of F&F exchanged 100.0% of the issued and outstanding stock of F&F for 21,000,000 post-forward split shares of restricted, unregistered common stock of the Company. F&F Equipment, Inc. then became a wholly-owned subsidiary of the Company.

F&F Equipment, Inc.(Company) was incorporated on October 4, 1983 under the laws of the State of Florida. The Company was formed to engage principally in the "import, export, retail & wholesale of firearms equipment, ammunition & other devices and for the purpose of transacting any and/or all lawful business." The Company conducts its business operations under the assumed name of "American Ammunition".

In June 2002, American Ammunition, Inc. formed a wholly owned subsidiary, Industrial Plating Enterprise Co. (IPE), which started production on June 14, 2002. IPE is a fully licensed and approved state of the art electrochemical metallization facility for processing the Company's line of projectiles as well as other products and services while employing environmentally sound water

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conservation and proven waste treatment techniques. The facility meets or exceeds all current environmental requirements and enjoys the "conditionally exempt small quantity generator" status for State and Federal regulations.

Note B - Preparation of Financial Statements

The acquisition of F&F Equipment, Inc., on September 29, 2001, by the Company effected a change in control and was accounted for as a "reverse acquisition" whereby F&F Equipment, Inc. was the accounting acquiror for financial statement purposes. Accordingly, the historical financial statements of the Company are those of F&F Equipment, Inc. from its inception and those of the consolidated entity subsequent to the September 29, 2001 transaction date.

The Company and its subsidiaries follow the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America and have adopted a year-end of December 31 for all entities.

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Management further acknowledges that it is solely responsible for adopting sound accounting practices, establishing and maintaining a system of internal accounting control and preventing and detecting fraud. The Company's system of internal accounting control is designed to assure, among other items, that 1) recorded transactions are valid; 2) valid transactions are recorded; and 3) transactions are recorded in the proper period in a timely manner to produce financial statements which present fairly the financial condition, results of operations and cash flows of the Company for the respective periods being presented

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American Ammunition, Inc. and Subsidiaries Notes to Consolidated Financial Statements

Note B - Preparation of Financial Statements - Continued

For segment reporting purposes, the Company operated in only one industry segment during the periods represented in the accompanying financial statements and makes all operating decisions and allocates resources based on the best benefit to the Company as a whole.

During interim periods, the Company follows the accounting policies set forth in its annual audited financial statements filed with the U. S. Securities and Exchange Commission on its Annual Report on Form 10-KSB for the year ended December 31, 2003. The information presented within these interim financial statements may not include all disclosures required by accounting principles generally accepted in the United States of America and the users of financial information provided for interim periods should refer to the annual financial information and footnotes when reviewing the interim financial results presented herein.

In the opinion of management, the accompanying interim financial statements,

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prepared in accordance with the U. S. Securities and Exchange Commission's instructions for Form 10-QSB, are unaudited and contain all material adjustments, consisting only of normal recurring adjustments necessary to present fairly the financial condition, results of operations and cash flows of the Company for the respective interim periods presented. The current period results of operations are not necessarily indicative of results which ultimately will be reported for the full fiscal year ending December 31, 2004.

The accompanying consolidated financial statements contain the accounts of American Ammunition, Inc. and its wholly-owned subsidiaries, F&F Equipment, Inc. and Industrial Plating Enterprise Co. All significant intercompany transactions have been eliminated. The consolidated entities are collectively referred to as "Company".

Note C - Summary of Significant Accounting Policies

1. CASH AND CASH EQUIVALENTS

For Statement of Cash Flows purposes, the Company considers all cash on hand and in banks, including accounts in book overdraft positions, certificates of deposit and other highly-liquid investments with maturities of three months or less, when purchased, to be cash and cash equivalents.

Cash overdraft positions may occur from time to time due to the timing of making bank deposits and releasing checks, in accordance with the Company's cash management policies.

2. ACCOUNTS RECEIVABLE AND REVENUE RECOGNITION

In the normal course of business, the Company extends unsecured credit to virtually all of its customers which are located throughout the United States. Because of the credit risk involved, management has provided an allowance for doubtful accounts which reflects its opinion of amounts which will eventually become uncollectible. In the event of complete non-performance, the maximum exposure to the Company is the recorded amount of trade accounts receivable shown on the balance sheet at the date of non-performance.

The Company ships all product on an FOB-Plant basis. Accordingly, revenue is recognized by the Company at the point at which an order is shipped at a fixed price, collection is reasonably assured, the Company has no remaining performance obligations and no right of return by the purchaser exists.

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American Ammunition, Inc. and Subsidiaries Notes to Consolidated Financial Statements - Continued

Note C - Summary of Significant Accounting Policies - Continued

3. INVENTORY

Inventory consists of raw materials, work-in-process and finished goods related to the production and sale of small arms ammunition. Inventory is valued at the lower of cost or market using the first-in, first-out method.

4. PROPERTY, PLANT AND EQUIPMENT

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Property and equipment are recorded at historical cost. These costs are depreciated over the estimated useful lives of the individual assets using the straight-line method, generally three to ten years.

Gains and losses from disposition of property and equipment are recognized as incurred and are included in operations.

5. INCOME TAXES

The Company uses the asset and liability method of accounting for income taxes. At March 31, 2004 and 2003, the deferred tax asset and deferred tax liability accounts, as recorded when material to the financial statements, are entirely the result of temporary differences. Temporary differences represent differences in the recognition of assets and liabilities for tax and financial reporting purposes, primarily accumulated depreciation and amortization, allowance for doubtful accounts and vacation accruals.

As of March 31, 2004 and 2003, the deferred tax asset related to the Company's net operating loss carryforward is fully reserved. If these carryforwards are not utilized, they will begin to expire in 2005.

6. EARNINGS (LOSS) PER SHARE

Basic earnings (loss) per share is computed by dividing the net income (loss) by the weighted-average number of shares of common stock and common stock equivalents (primarily outstanding options and warrants). Common stock equivalents represent the dilutive effect of the assumed exercise of the outstanding stock options and warrants, using the treasury stock method. The calculation of fully diluted earnings (loss) per share assumes the dilutive effect of the exercise of outstanding options and warrants at either the beginning of the respective period presented or the date of issuance, whichever is later. As of March 31, 2004 and 2003, and subsequent thereto, the Company's outstanding warrants are anti-dilutive due to the Company's net operating loss and had no options outstanding.

7. ADVERTISING COSTS

The Company does not conduct any direct response advertising activities. For non-direct response advertising, the Company charges the costs of these efforts to operations at the first time the related advertising is published.

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American Ammunition, Inc. and Subsidiaries
Notes to Consolidated Financial Statements - Continued

Note D - Fair Value of Financial Instruments

The carrying amount of cash, accounts receivable, accounts payable and notes payable, as applicable, approximates fair value due to the short term nature of these items and/or the current interest rates payable in relation to current market conditions.

Interest rate risk is the risk that the Company's earnings are subject to fluctuations in interest rates on either investments or on debt and is fully

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dependent upon the volatility of these rates. The Company does not use derivative instruments to moderate its exposure to interest rate risk, if any.

Financial risk is the risk that the Company's earnings are subject to fluctuations in interest rates or foreign exchange rates and are fully dependent upon the volatility of these rates. The company does not use derivative instruments to moderate its exposure to financial risk, if any.

Note E - Concentrations of Credit Risk

The Company maintains its cash accounts in a financial institution subject to insurance coverage issued by the Federal Deposit Insurance Corporation (FDIC). Under FDIC rules, the separate companies are each entitled to aggregate coverage of \$100,000 per account type per separate legal entity per financial institution. During the three months ended March 31, 2003, the various operating companies had deposits in a financial institution with credit risk exposures in excess of statutory FDIC coverage. The Company has incurred no losses as a result of any of these unsecured situations.

Note F - Inventory

As of March 31, 2004 and 2003, inventory consisted of the following components:

	March 31, 2004	March 31, 2003	
	-----	-----	
Raw materials	\$ 428,611	\$ 265,000	
Work in process	419,236	120,601	
Finished goods	497,739	21,339	
	-----	-----	
Totals	\$ 1,345,586	\$ 406,940	
	=====	=====	

(Remainder of this page left blank intentionally)

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American Ammunition, Inc. and Subsidiaries Notes to Consolidated Financial Statements - Continued

Note G - Property and Equipment

Property and equipment consist of the following components:

	March 31, 2004	March 31, 2003	Estimated useful life
	-----	-----	-----
Manufacturing equipment	\$ 7,416,352	\$ 6,848,344	3-10 years
Office furniture and fixtures	77,381	58,528	3- 7 years

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Leasehold improvements	187,397	190,028	8-20 years
	-----	-----	
	7,681,130	7,096,900	
Accumulated depreciation	(4,241,372)	(3,558,507)	
	-----	-----	
Net property and equipment	\$ 3,439,758	\$ 3,696,625	
	=====	=====	

Total depreciation expense charged to operations for the three months ended March 31, 2004 and 2003 was approximately \$174,982 and \$165,206, respectively.

Included in the amounts reflected in the accompanying balance sheet are the following fixed assets on long-term capital leases:

	March 31, 2004	March 31, 2003
	-----	-----
Manufacturing and processing equipment	\$ 153,400	\$ 153,400
Less accumulated depreciation	(73,694)	(58,354)
	-----	-----
	\$ 79,706	\$ 95,046
	=====	=====

Note H - Working Capital Advance

On March 13, 2003, La Jolla Cove Investors, Inc., the holder of the Company's convertible debenture, advanced the Company an additional \$200,000 for working capital purposes. At La Jolla Cove's sole discretion, the \$200,000 may be allocated in any proportion to a) an increase in the principal amount of the debenture and/or b) a prepayment for a future warrant exercise. During the 2nd quarter of 2003, La Jolla elected to add this balance to the principal balance on the convertible debenture.

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American Ammunition, Inc. and Subsidiaries
Notes to Consolidated Financial Statements - Continued

Note I- Capital Leases Payable

Capital leases payable consist of the following as of March 31, 2004 and 2003, respectively:

	March 31, 2004	March 31, 2003
	-----	-----
Three capital leases, respectively, payable to various		

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equipment financing companies. Interest, at March 31, 2002, ranging between 11.37% and 14.05%. Payable in aggregate monthly installments of approximately \$935, including accrued interest. Final maturities occur between September 2004 and December 2004. Collateralized the underlying leased manufacturing equipment.

	\$ 4,905	\$ 15,709
Less current maturities	(4,905)	(9,507)
	-----	-----
Long-term portion	\$ -	\$ 5,572
	=====	=====

Future maturities of capital leases payable are as follows:

Year ending December 31	Amount
2004	\$ 4,905 =====

Note I - Long-Term Debt Payable to a Bank

On June 28, 2001, the Company executed a \$950,000 note payable to a financial institution. This note bore interest at the Wall Street Journal published prime rate plus 2.0%.

During Calendar 2002, the Company made five (5) lump-sum principal reductions aggregating \$500,000 to the outstanding balance on this note. As of December 31, 2002, the Company owed \$450,000 on this note. Upon each lump-sum payment, the Company executed a modification to the payment terms on the note.

During Calendar 2003, the Company made two (2) lump-sum principal reductions aggregating \$450,000 to the outstanding balance on this note. As of March 31, 2003, this note was retired in full.

Note K - Convertible Debenture

On October 4, 2002, the Company issued an 8.0% Convertible Debenture (Debenture) in the face amount of \$250,000 and a Warrant which requires the Holder to purchase shares of common stock equal to ten (10) times the number of shares of common stock issued to the Holder on conversion of the Debenture. In no event shall the number of shares issued under the Warrant exceed 30,000,000.

During the second quarter of Calendar 2003, the Holder made additional cash advances to the Company totaling \$350,000 which were applied to the then outstanding principal balance on the Debenture.

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American Ammunition, Inc. and Subsidiaries
Notes to Consolidated Financial Statements - Continued

Note K - Convertible Debenture - Continued

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The Debenture bears interest at 8.0% and matures on October 4, 2004. The full principal amount of the Debenture is due upon default, as defined in the Debenture agreement. The Debenture interest is payable monthly in arrears commencing on November 15, 2002.

At March 31, 2004 and 2003, respectively, the outstanding balance on the Debenture was approximately \$341,365 and \$215,000.

In December 2002, the Company and the Debenture Holder amended the above-referenced debenture and warrants as follows:

The number of common shares into which the debenture may be converted is equal to the dollar amount of the debenture being converted multiplied by eleven, minus the product of the conversion price, multiplied by ten times the dollar amount of the debenture being converted, divided by the conversion price. The conversion price is obtained by multiplying the average of the five (5) lowest Volume Weighted Average Prices (VWAP) during the 20 trading days prior to the date of conversion by the Discount Multiplier of 80%.

The warrants are exercisable at \$1.00 per share for up to 2,500,000 shares. The warrant holder is obligated to exercise the warrant concurrently with the conversion of the debenture for a number of shares equal to ten times the dollar amount of the debenture being converted.

The Company was obligated to file a Registration Statement under the Securities Act of 1933 to register the underlying conversion shares on either Form SB-2 or S-3. This Registration Statement was declared effective by the U. S. Securities and Exchange Commission on May 14, 2003.

The Debenture Holder has contractually committed to convert not less than 5.0% and not more than 10.0% of the original face value of the Debenture monthly beginning the month after the effective date of the Registration Statement and the Holder is required to concurrently exercise warrants and purchase shares of common stock equal to ten (10) times the number of shares of common stock issued to the Holder upon the respective mandatory conversion of the Debenture.

The Holder has further contractually agreed to restrict its ability to convert the Debenture or exercise their warrants and receive shares of the Company's common stock such that the number of shares held by the Holder and its affiliates after such conversion or exercise does not exceed 4.99% of the then issued and outstanding shares of common stock of the Company.

In the event an election to convert is made and the volume weighted average price of the Company's common stock is below \$0.30 per share, the Company shall have the right to prepay any portion of the outstanding Debenture that was elected to be converted, plus any accrued and unpaid interest, at 125.0%.

Due to the contractually agreed mandatory conversion of this Debenture, the Company has reflected this transaction in its balance sheet as a "mezzanine" level debt obligation on its balance sheet, between "Total Liabilities" and "Stockholders' Equity". Upon the respective mandatory conversion, the Company will relieve the respective portion of the Debenture and the any related accrued, but unpaid interest, and credit this amount to the respective "common stock" and "additional paid-in capital" accounts in the stockholder's equity section for the par value and excess amount over the par value of the respective shares issued.

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American Ammunition, Inc. and Subsidiaries Notes to Consolidated Financial Statements - Continued

Note K - Convertible Debenture - Continued

As the warrant is non-detachable from the Debenture and requires simultaneous exercise upon conversion of the Debenture, no value was assigned to the issued warrant. Upon exercise of the warrant, the Company will record the issuance of the underlying shares as a new issuance of common stock on the date of each respective exercise.

On various dates through March 31, 2004, the Debenture Holder elected to convert an aggregate \$258,635, through 26 separate transactions, in outstanding Debenture principal into restricted, unregistered common stock. This election caused the Company to issue 6,461,753 shares of restricted, unregistered common stock to the Debenture Holder. Additionally, pursuant to the contract terms, the Debenture Holder concurrently exercised a portion of the outstanding Warrant to purchase 2,586,350 shares of the Company's restricted, unregistered common stock for gross proceeds of \$2,586,350.

Note L - Preferred Stock Transactions

Preferred stock consists of the following as of March 31, 2004 and 2003, respectively:

	March 31, 2004		March 31, 2003	
	# shares	value	# shares	value
Series A Cumulative Convertible Stock	12,000	\$ 60,000	32,000	\$160,000
Series B Cumulative Convertible Stock	91,700	458,500	-	-
	103,700	\$518,500	32,000	\$160,000
	=====	=====	=====	=====

In September, October and November 2001, the Company sold an aggregate 222,600 shares of \$5.00 Series A Convertible Preferred Stock (Series A Preferred Stock) for total proceeds of approximately \$1,113,000 through a Private Placement Memorandum. The Series A Convertible Preferred Stock provides for cumulative dividends at a rate of 8.0% per year, payable quarterly, in cash or shares of the Company's common stock at the Company's election. Each share of Series A Preferred Stock is convertible into 11 shares of the Company's common stock initially at any time after 6 months of the date of issue and prior to the notice of redemption at the option of the holder, subject to adjustments for customary anti-dilution events. In December 2001, at the request of the holders of the Series A Preferred Stock, the Company and the individual holders modified the holding period for conversion to allow for conversion in December 2001.

In September 2001, the Company's principal stockholder converted approximately \$4,007,327 of unsecured debt and approximately \$3,546,273 of cumulative and unpaid accrued interest into 1,510,710 shares of Series A Preferred Stock.

In September 2001, a creditor of the Company agreed to convert approximately \$10,000 of trade accounts payable into 2,000 shares of Series A Preferred Stock.

In December 2001, concurrent with a modification in the holding period prior to conversion, certain holders of the Series A Preferred Stock orally notified the Company of their intent to exercise the conversion features on 1,749,720 issued and outstanding shares of Series A Preferred Stock into 19,246,920 shares of common stock prior to December 31, 2001. Due to the timing of the requisite

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documentation, the clerical activities related to this conversion were not completed until February 2002.

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American Ammunition, Inc. and Subsidiaries Notes to Consolidated Financial Statements - Continued

Note L - Preferred Stock Transactions - Continued

In conjunction with the Series A Preferred Stock, certain shares were sold after the Company's common stock was approved for trading by the National Association of Securities Dealers on the OTC Bulletin Board in October 2001. The shares of Series A Preferred Stock sold subsequent to this date had an equivalent per share value of common stock below the ending quoted market price of the Company's common stock on their respective issue dates. This difference created a Beneficial Conversion Feature Discount of approximately \$1,207,993. This discount was then amortized over the unexpired time period between the date of issue of the eligible shares and the eligible conversion date, as amended. All of the shares sold subsequent to the initial trading date were converted in December 2001 and, accordingly, the approximate \$1,207,993 in Beneficial Conversion Feature Discount was fully amortized to operations.

In December 2002, a holder of 5,000 shares of Series A Preferred Stock exercised his conversion rights and converted these shares of Series A Preferred Stock into 55,000 shares of restricted, unregistered common stock.

In January 2003, three separate holders of 9,000 shares of Series A Preferred Stock exercised their conversion rights and converted these shares of Series A Preferred stock into 99,000 shares of restricted, unregistered common stock.

In May 2003, the Company sold an aggregate 91,700 shares of \$5.00 Series B Convertible Preferred Stock (Series B Preferred Stock) for total proceeds of approximately \$458,500 through a separate Private Placement Memorandum. The Series B Convertible Preferred Stock provides for cumulative dividends at a rate of 8.0% per year, payable quarterly, in cash or shares of the Company's common stock at the Company's election. Each share of Series B Preferred Stock is convertible into 11 shares of the Company's common stock initially at any time after 6 months of the date of issue and prior to the notice of redemption at the option of the holder, subject to adjustments for customary anti-dilution events.

Note M - Common Stock Transactions

In January 2003, the Company issued an aggregate 937,568 shares of restricted, unregistered common stock for cash proceeds of approximately \$324,182. These sales were made at a price of either \$0.23 or \$0.36 per share, which was in excess of the discounted "fair value" of the Company's common stock based on the quoted closing price of the Company's common stock on the date of the respective transaction. The proceeds of this transaction were used for operating working capital.

In February 2003, the Company issued 384,615 shares of restricted, unregistered common stock for cash proceeds of approximately \$100,000. These sales were made at a price of \$0.26 per share, which was in excess of the discounted "fair value" of the Company's common stock based on the quoted closing price of the Company's common stock on the date of the respective transaction. The proceeds of this transaction were used to reduce the Company's outstanding long-term

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debt.

In March 2003, the Company issued 972,222 shares of restricted, unregistered common stock for cash proceeds of approximately \$350,000. These sales were made at a price of \$0.36 per share, which was in excess of the discounted "fair value" of the Company's common stock based on the quoted closing price of the Company's common stock on the date of the respective transaction. The proceeds of this transaction were used to reduce the Company's outstanding long-term debt.

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American Ammunition, Inc. and Subsidiaries Notes to Consolidated Financial Statements - Continued

Note M - Common Stock Transactions - Continued

In March 2003, the Company issued an aggregate 966,608 shares of restricted, unregistered common stock to the Holder of the Company's 8.0% Convertible Debenture upon notice of conversion of \$35,000 of outstanding principal and exercise of a portion of the outstanding warrant to purchase 350,000 shares of common stock. This transaction was valued at \$385,000, or approximately \$0.40 per share, which was in excess of the discounted "fair value" of the Company's common stock based on the quoted closing price of the Company's common stock on the date of the respective transaction. The cash proceeds of this transaction were used to provide working capital and support operations.

In May 2003, the Company issued 1,967 shares of restricted, unregistered common stock in payment of approximately \$1,200 in accrued dividends payable on the Company's outstanding Series A Preferred Stock for the quarter ended March 31, 2003.

During the period from July 1, 2003 through September 30, 2003, the Company issued an aggregate 2,902,129 shares of common stock, in 15 separate transactions, in exchange for the redemption of approximately \$93,500 in outstanding debenture balance and approximately \$935,000 in cash from the exercise of the affiliated warrant. Where the closing price of the Company's common stock was in excess of the respective price per share on the respective transaction date, the Company recognized a charge to operations for "compensation expense related to common stock issuances at less than "fair value". The cumulative effect of transactions where the transaction price, as established in the Debenture Agreement, was less than the closing price on the date of the respective transactions resulted in a cumulative charge to operations of approximately \$317,539 during this time period.

In October 2003, in a separate transaction, the Company sold 2,200,000 shares of restricted, unregistered common stock to the Debenture Holder for cash proceeds of approximately \$400,000, or approximately \$0.18 per share, which was in excess of the discounted "fair value" of the Company's common stock based on the quoted closing price of the Company's common stock on the date of the respective transaction. The cash proceeds of this transaction were used to provide working capital and support operations.

In October 2003, the Company issued an aggregate 1,659,847 shares of common stock, in 3 separate transactions, in exchange for the redemption of approximately \$40,000 in outstanding debenture balance and approximately \$400,000 in cash from the exercise of the affiliated warrant. Where the closing price of the Company's common stock was in excess of the respective price per

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share on the respective transaction date, the Company recognized a charge to operations for "compensation expense related to common stock issuances at less than "fair value". The cumulative effect of transactions where the transaction price, as established in the Debenture Agreement, was less than the closing price on the date of the respective transactions resulted in a cumulative charge to operations of approximately \$146,189 during this time period.

In October 2003, the Company issued an aggregate 37,866 shares of restricted, unregistered common stock in payment of approximately \$16,710 in accrued dividends payable on the Company's outstanding Series A and Series B Preferred Stock for the quarters ended June 30, 2003 and September 30, 2003, collectively.

In January 2004, the Company issued 38,038 shares of restricted, unregistered common stock in payment of approximately \$10,000 in accrued dividends payable on the Company's outstanding Series A and Series B Preferred Stock for the quarter ended December 31, 2003.

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American Ammunition, Inc. and Subsidiaries Notes to Consolidated Financial Statements - Continued

Note M - Common Stock Transactions - Continued

During the period from January 1, 2004 through March 31, 2004, the Company issued an aggregate 2,400,000 shares of common stock, in two (2) separate transactions, in exchange for the redemption of approximately \$50,000 in outstanding debenture balance and approximately \$500,000 in cash from the exercise of the affiliated warrant. Where the closing price of the Company's common stock was in excess of the respective price per share on the respective transaction date, the Company recognized a charge to operations for "compensation expense related to common stock issuances at less than "fair value". The cumulative effect of transactions where the transaction price, as established in the Debenture Agreement, was less than the closing price on the date of the respective transactions resulted in a cumulative charge to operations of approximately \$321,000 during this time period.

Note N - Rental Commitments

The Company leases its corporate office and manufacturing facility from its controlling stockholder under a long-term operating lease agreement. The lease requires a monthly payment of approximately \$5,410, including applicable sales taxes. The Company is responsible for all utilities and maintenance expenses. The lease expires on July 31, 2004 and contains a clause that upon expiration, the Company and the controlling shareholder shall renegotiate the annual rental amount. Total rent expense under this lease was approximately \$67,075 and \$54,100, respectively, for each of the years ended December 31, 2003 and 2002.

The Company's subsidiary, IPE, leases its manufacturing facility from an unrelated third-party under a long-term operating lease agreement. This lease is for a period of five (5) years and requires graduated monthly payments, changing on the lease anniversary date, ranging from approximately \$1,751 to \$1,914, plus the applicable sales taxes. The Company is responsible for all utilities and maintenance expenses. The lease expires on February 28, 2007 and may be renewed for an additional five (5) year term at a rental rate of approximately \$1,971, plus applicable sales taxes for the first renewal year and 3.0% increase on each

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succeeding anniversary date. Total rent expense under this lease was approximately \$20,752 and \$16,622, respectively, for each of the years ended December 31, 2003 and 2002.

Future minimum rental payments on the above leases are as follows:

Year ended December 31,	Amount
2004	\$ 60,754
2005	23,565
2006	24,276
2007	4,076

Totals	\$ 112,671
	=====

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American Ammunition, Inc. and Subsidiaries

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Notes to Consolidated Financial Statements - Continued

Note 0 - Income Taxes

The components of income tax (benefit) expense for the three months ended March 31, 2003 and 2002, respectively, are as follows:

	Three months ended March 31, 2004	Three months ended March 31, 2003
	-----	-----
Federal:		
Current	\$ -	\$ -
Deferred	-	-
	-----	-----
	-	-
	-----	-----
State:		
Current	-	-
Deferred	-	-
	-----	-----
	-	-
	-----	-----
Total	\$ -	\$ -
	=====	=====

As of December 31, 2003, the Company has a net operating loss carryforward of

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approximately \$8,500,000 to offset future taxable income. Subject to current regulations, components of this carryforward began to expire in 2003. The amount and availability of the net operating loss carryforwards may be subject to limitations set forth by the Internal Revenue Code. Factors such as the number of shares ultimately issued within a three year look-back period; whether there is a deemed more than 50 percent change in control; the applicable long-term tax exempt bond rate; continuity of historical business; and subsequent income of the Company all enter into the annual computation of allowable annual utilization of the carryforwards.

The Company's income tax expense (benefit) for the three months ended March 31, 2004 and 2003, respectively, differed from the statutory federal rate of 34 percent as follows:

	Three months ended March 31, 2004	Three months ended March 31, 2003
Statutory rate applied to loss before income taxes	\$ (295,000)	\$ (102,000)
Increase (decrease) in income taxes resulting from:		
State income taxes	-	-
Other, including reserve for deferred tax asset	295,000	102,000
	-----	-----
Income tax expense	\$ -	\$ -

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American Ammunition, Inc. and Subsidiaries Notes to Consolidated Financial Statements - Continued

Note O - Income Taxes - Continued

Temporary differences, consisting primarily of statutory differences in the depreciable lives for property and equipment, between the financial statement carrying amounts and tax bases of assets and liabilities give rise to deferred tax assets and liabilities as of December 31, 2003 and 2002, respectively:

	December 31, 2003	December 31, 2002
Deferred tax assets - long-term		
Net operating loss carryforwards	\$ 2,900,000	\$ 2,244,000
Deferred tax liabilities - long-term		
Statutory depreciation differences	(250,000)	(250,000)
	-----	-----
Less valuation allowance	(2,650,000)	(1,994,000)
	-----	-----
Net Deferred Tax Asset	\$ -	\$ -

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During the years ended December 31, 2003 and 2002, respectively, the valuation allowance increased by approximately \$656,000 and \$629,000.

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Item 2 - Management's Discussion and Analysis or Plan of Operation

(1) Caution Regarding Forward-Looking Information

Certain statements contained in this Registration Statement including, without limitation, statements containing the words "believes", "anticipates", "expects" and words of similar import, constitute forward-looking statements. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company, or industry results, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements.

Such factors include, among others, the following: international, national and local general economic and market conditions; demographic changes; the ability of the Company to sustain, manage or forecast its growth; the ability of the Company to successfully make and integrate acquisitions; raw material costs and availability; new product development and introduction; existing government regulations and changes in, or the failure to comply with, government regulations; adverse publicity; competition; the loss of significant customers or suppliers; fluctuations and difficulty in forecasting operating results; changes in business strategy or development plans; business disruptions; the ability to attract and retain qualified personnel; the ability to protect technology; and other factors referenced in this and previous filings.

Given these uncertainties, readers of this Registration Statement and investors are cautioned not to place undue reliance on such forward-looking statements. The Company disclaims any obligation to update any such factors or to publicly announce the result of any revisions to any of the forward-looking statements contained herein to reflect future events or developments.

Overview

We were incorporated on February 1, 2000 in the State of California as FirstTelevision.com. We subsequently changed our corporate name to FBI Fresh Burgers International which unsuccessfully marketed a business plan concept of a national "fast food" restaurant chain.

American Ammunition, Inc. is a holding company with two operating subsidiaries: F&F Equipment, Inc. and Industrial Plating Enterprise Co.

F&F Equipment, Inc. was incorporated on October 4, 1983 under the laws of the State of Florida. The company was formed to engage principally in the "import, export, retail & wholesale of firearms equipment, ammunition & other devices and for the purpose of transacting any and/or all lawful business." F&F conducts its business operations under the assumed name of "American Ammunition."

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In June 2002, American Ammunition, Inc. formed a wholly owned subsidiary, Industrial Plating Enterprise Co., which started production on June 14, 2002. Industrial Plating is a fully licensed and approved electrochemical metallization facility with significant capacity for processing our line of projectiles as well as other products and services while employing environmentally sound water conservation and proven waste treatment techniques.

During the third quarter of 2003, the Company's operations experienced the negative impact of a lower than anticipated or budgeted purchases by Elliot Brothers, a significant customer.

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However, during this same time period, the Company has entered into a strategic alliance with Israel Military Industries (IMI), an entity owned by the State of Israel, for the cross-production and sale of various small arms ammunition. This alliance is anticipated to greatly expand the Company's catalog of products and assist in utilizing existing production capacity.

The Company has executed a private labeling agreement with Century International Arms, Inc. (Century). Under this agreement, the Company will produce it's standard catalog of small arms ammunition plus one specialty smallarms cartridge to Century's specifications for packaging in Century's designated labeling. This agreement will require no modifications to the Company's production line and will not require the addition of supplemental personnel or equipment. The initial shipment under this agreement is for an aggregate 2,010,000 rounds of ammunition at selling prices of \$81.00 to \$120.00 per 1,000 rounds, as defined in this agreement. The agreement is for an initial period of nine (9) months and covers periodic orders/shipments of an aggregate 13,670,000 rounds of ammunition from the Company's standard catalog of products and 1,000,000 of the specialty rounds made to Century's specifications. The Company began shipments under this agreement during the fourth quarter of 2003. During the first quarter of 2004, Century defaulted on certain agreed-upon payment schedules on merchandise sold during December 2003. In repayment of the outstanding trade debt, the Company accepted unscheduled product returns as payment of the trade debt. As a result of these issues, the Company recognized a charge to operations of approximately \$28,000 on it's business activity with Century. The returned merchandise was repackaged and is resalable by the Company to other customers.

Additionally, the Company has been awarded three (3) separate contracts from various departments of the U. S. Government. Each contract is for an initial term of one year (commencing between April 24, 2003 and September 30, 2003) with four (4) successive individual one-year extension options. The contracts are summarized as follows:

Contract 1: U. S. Department of State. Minimum annual volume of approximately 100,000 rounds of military grade small arms ammunition. Maximum annual volume of approximately 5,000,000 rounds. Maximum volume may be increased at the discretion of the Contracting Officer and respective utilization requirements. The Company has received firm orders for 2,265,000 rounds of ammunition under this contract and has approximately 1,265,000 rounds ready for shipment. The ammunition under this contract will be subject to the strategic alliance with Israel Military Industries (IMI).

Contract 2: U. S. Department of Energy. This contract covers seven (7) separate products in the Company's standard catalog of products.

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The U. S. Department of Energy is obligated to purchase an aggregate of 4,549,000 rounds of ammunition under this contract. Through March 31, 2004, the Company has not shipped any product under this contract.

Contract 3: U. S. Department of Homeland Security. This contract covers four (4) separate products being introduced to the Company's catalog through the strategic alliance with IMI and requires no modifications to the Company's production facilities or additions to the labor force. The minimum annual volume is 1,000 rounds of each product and a maximum annual volume of 9,600,000 rounds of two (2) products and 36,000,000 of the remaining two (2) products. The Company has shipped all first article samples, as defined in the contract, and has received favorable feedback on a 20,000 round shipment during the first quarter of 2004. Full scale shipments are anticipated to commence during the second quarter of 2004.

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During the first quarter of 2004 and subsequent thereto, the Company remains in negotiation for the issuance of purchase orders against these contracts and continues to prepare bids on other contracts from these and other U. S. Governmental agencies.

During the first quarter of 2004, the Company commenced a direct solicitation program for it's "dealer direct" sales program. As this endeavor has received a very positive initial response from the qualified retail resellers of the Company's product, the announcement of this program had a significantly detrimental impact on the Company's relationship with wholesale distributors and, accordingly, had a significant negative impact on first quarter 2004 sales.

Results of Operations

Three months ended March 31, 2004 compared with the three months ended March 31, 2003.

During the three months ended March 31, 2004, we experienced net revenues of approximately \$281,500 as compared to approximately \$608,000 for the same period of 2003.

During the first quarter of 2004, the Company commenced a direct solicitation program for it's "dealer direct" sales program. As this endeavor has received a very positive initial response from the qualified retail resellers of the Company's product, the announcement of this program had a significantly detrimental impact on the Company's relationship with wholesale distributors and, accordingly, had a significant negative impact on first quarter 2004 sales.

We experienced costs of goods sold of approximately \$705,000 for the three months ended March 31, 2004 as compared to approximately \$675,000 for the three months ended March 31, 2003. Included in these amounts are approximately \$173,000 and \$164,000, respectively, for depreciation expense on manufacturing equipment and leasehold improvements on our production facility.

Management is of the opinion that the production labor force is stable and able to maintain a constant standard of quality for future periods. We experience variable costs in the area of material consumption and direct labor.

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These depreciation levels are anticipated to remain fairly constant as compared to the first quarter of 2004. Management has placed on order, and placed initial deposits on, new manufacturing equipment to automate the product packaging process and to add new quality assurance equipment on the production line. These commitments aggregate approximately \$260,000. Management, at this time, does not anticipate any further significant capital equipment acquisitions. Further, the addition of the Industrial Plating Enterprise Co. equipment during 2003 allows us to produce certain components which were previously outsourced to unrelated third parties.

For the three months ended March 31, 2004 and 2003, respectively, we have generated a negative gross profit of approximately \$(424,000), or (150.49%), and approximately \$(67,000), or (10.96%).

We anticipate that with the fulfillment of the government contracts discussed above, continued retail consumer demand for our product line, lower production costs being experienced from internally generated plating activities and adequate liquidity, we will be able to generate a positive gross profit in future periods. Further, based on production cost information developed during the 4th quarter of 2002 and further refined during 2003, management has developed a new model for the pricing of its products to its customers. It is anticipated that this model will allow management to better manage expense levels, control labor costs and maximize revenue opportunities.

We had no costs allocated to research and development expenses during either of the quarters ended March 31, 2004 and 2003.

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During the first quarter of 2004, we expended approximately \$123,000 in advertising and marketing expenses, principally in developing and promoting our retail dealer direct program. We anticipate to continue our marketing efforts in this area in future periods; however, the volume and frequency of our expenditures may fluctuate as management allocates available capital to these efforts.

Other general and administrative expenses increased by approximately \$80,000 from approximately \$211,000 for the three months ended March 31, 2004 as compared to approximately \$291,000 for the three months ended March 31, 2003. These increases are not identifiable by one specific area; however, relate to general corporate expenses, office and administrative wages and salaries and other related office overhead.

Included in our results of operations for the first quarter of 2004 are certain non-cash expenditure charges to operations of approximately \$321,000 for compensation expense related to common stock issuances at less than "fair value". The calculation of these charges result from our issuing common stock for either cash or services at valuations below the closing quoted market price of our common stock (as discounted, as applicable) and either the cash received or the value of the services provided to us by third parties. During Calendar 2003, we experienced a charge of approximately \$94,000 for the amortization of the Beneficial Conversion Feature Discount on our Preferred Stock. This charge results from the difference between the closing quoted market price on our common stock and the equivalent converted price of our Mandatory Convertible Preferred Stock which was sold and converted during 2003.

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We recognized a net loss of approximately \$(1,188,000) and \$(300,000) for the respective three month periods ended March 31, 2004 and 2003, respectively, or \$(0.02) and \$(0.01) per share.

Liquidity And Capital Resources

As of March 31, 2004, December 31, 2003 and March 31, 2003, respectively, we had working capital of approximately \$1,533,000, \$2,000,000 and \$568,000. Our working capital position continues to fluctuate based on collections on our trade accounts receivable and investments from the mandatory exercise of our outstanding warrant related to our convertible debenture. Further, we anticipate that we have sufficient inventory levels to support our retail dealer direct program and our existing and anticipated U. S. Government contracts.

We have used cash in operating activities of approximately \$589,000 and \$408,000 during the quarters ended March 31, 2004 and 2003, respectively.

The most significant use of cash in operations during the quarter ended March 31, 2004 was for the increase in on-hand inventory to support the anticipated demand on our retail dealer direct program and our existing and anticipated U. S. Government contracts.

We anticipate that our improved liquidity position will continue to improve as management is of the opinion that the production capacity is in place to support all existing orders and accept existing inquiries which have previously been denied due to the lack of production capacity and liquidity.

During the quarters ended March 31, 2004 and 2003, respectively, we added approximately \$302,000 and \$7,000 in new equipment. Depending on future demand for our products, we may develop plans to increase our production capacity by an additional 50% to 100%, as influenced by the availability of manufacturing equipment on the open market and product sales demand. Management is of the opinion that sufficient demand will be present, as supported by new product development and increased product marketing efforts, to justify this expansion. However, we may not be able to obtain additional funding or, that such funding, if available, will be obtained on terms favorable to or affordable by us.

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Convertible Debenture

On October 4, 2002, we signed a Securities Purchase Agreement with La Jolla Cove Investors, Inc. (La Jolla) for the sale of a \$250,000 8% convertible debenture and a warrant to purchase up 30,000,000 shares of our common stock. The debenture bears interest at 8% and matures two years from the date of issuance.

In December 2002, the Company and La Jolla, the Debenture and/or Warrant Holder, amended the above-referenced debenture and warrants as follows:

The number of common shares into which the debenture may be converted is equal to the dollar amount of the debenture being converted multiplied by eleven, minus the product of the conversion price, multiplied by ten times the dollar amount of the debenture being converted, divided by the conversion price. The conversion price is obtained by multiplying the average of the five (5) lowest Volume Weighted Average Prices (VWAP) during the 20 trading days prior to the date of conversion by the Discount

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Multiplier of 80%.

The warrants are exercisable at \$1.00 per share for up to 2,500,000 shares. The Warrant Holder is obligated to exercise the warrant concurrently with the conversion of the debenture for a number of shares equal to ten times the dollar amount of the debenture being converted.

We were obligated to file a Registration Statement under the Securities Act of 1933 to register the underlying conversion shares on either Form SB-2 or S-3 and have said Registration Statement effective no later than 120 days after October 4, 2002. Our Registration Statement on Form SB-2 was deemed effective by the U. S. Securities and Exchange Commission on May 14, 2003 at 1:00 pm EDT.

La Jolla has contractually committed to convert not less than 5.0% and not more than 10.0% of the original face value of the Debenture monthly beginning the month after the effective date of the Registration Statement and is required to concurrently exercise warrants and purchase shares of common stock equal to ten (10) times the number of shares of common stock issued to La Jolla upon the respective mandatory conversion of the Debenture.

La Jolla has further contractually agreed to restrict its ability to convert the Debenture or exercise their warrants and receive shares of our common stock such that the number of shares held them or their affiliates after such conversion or exercise does not exceed 4.99% of the then issued and outstanding shares of our common stock.

In the event an election to convert is made and the volume weighted average price of our common stock is below \$0.30 per share, we have the right to prepay any portion of the outstanding Debenture that was elected to be converted, plus any accrued and unpaid interest, at 125.0%.

La Jolla could have demanded repayment of the Debenture of 125.0% of the face amount outstanding, plus all accrued and unpaid interest, in cash at any time prior to May 14, 2003, the date that underlying Registration Statement under the Securities Act of 1933 was declared effective by the U. S. Securities and Exchange Commission, within 3 business days of such demand. If the repayment was accelerated, we were obligated to issue La Jolla 25,000 shares of common stock and \$10,000 cash for each 30 day period, or portion thereof, during which the face amount, including interest thereon, remains unpaid with the cash payment to increase to \$15,000 for each 30 day period the balance remains unpaid after the initial 90 day period.

If La Jolla does not elect to accelerate the Debenture, the Company shall immediately issue and pay La Jolla 25,000 shares of common stock and \$10,000 cash for each 30 day period, or portion thereof, during which the face amount, including interest thereon, remains unpaid with the cash payment to increase to \$15,000 for each 30 day period the balance remains unpaid after the initial 90 day period.

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Due to the contractually agreed mandatory conversion of this Debenture, we have reflected this transaction in our balance sheet as a "mezzanine" level debt obligation on its balance sheet, between "Total Liabilities" and "Stockholders' Equity". Upon the respective mandatory conversion, we will relieve the respective portion of the Debenture and the any related accrued, but unpaid

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interest, and credit this amount to the respective "common stock" and "additional paid-in capital" accounts in the stockholder's equity section for the par value and excess amount over the par value of the respective shares issued.

As the warrant is non-detachable from the Debenture and requires simultaneous exercise upon conversion of the Debenture, no value was assigned to the issued warrant. Upon exercise of the warrant, the Company will record the issuance of the underlying shares as a new issuance of common stock on the date of each respective exercise.

Concurrent with the execution of the Debenture agreement, we executed an engagement letter with La Jolla's counsel for legal representation with regard to the preparation of the Registration Statement under the Securities Act of 1933 on Form SB-2.

On March 13, 2003 and May 6, 2003, La Jolla Cove Investors, Inc., the holder of the Company's convertible debenture, advanced the Company an additional \$200,000 and \$150,000, respectively, for working capital purposes. During the second quarter of 2003, La Jolla elected to allocate the entire \$350,000 in additional funding to the principal balance of the convertible debenture.

On various dates between May 7, 2003 and June 30, 2003, La Jolla elected to convert an aggregate \$75,135, through six (6) separate transactions, in outstanding Debenture principal into restricted, unregistered common stock. This election caused the Company to issue 1,334,777 shares of restricted, unregistered common stock to the Debenture Holder. Additionally, pursuant to the contract terms, the Debenture Holder concurrently exercised a portion of the outstanding Warrant to purchase 751,350 shares of the Company's restricted, unregistered common stock for gross proceeds of \$751,350.

During the period from July 1, 2003 through September 30, 2003, the Company issued an aggregate 2,902,129 shares of common stock, in 15 separate transactions, to La Jolla in exchange for the redemption of approximately \$93,500 in outstanding debenture balance and approximately \$935,000 in cash from the exercise of the affiliated warrant. Where the closing price of the Company's common stock was in excess of the respective price per share on the respective transaction date, the Company recognized a charge to operations for "compensation expense related to common stock issuances at less than "fair value". The cumulative effect of transactions where the transaction price, as established in the Debenture Agreement, was less than the closing price on the date of the respective transactions resulted in a cumulative charge to operations of approximately \$317,539 during this time period.

In October 2003, the Company issued an aggregate 1,659,847 shares of common stock, in 3 separate transactions, in exchange for the redemption of approximately \$40,000 in outstanding debenture balance and approximately \$400,000 in cash from the exercise of the affiliated warrant. Where the closing price of the Company's common stock was in excess of the respective price per share on the respective transaction date, the Company recognized a charge to operations for "compensation expense related to common stock issuances at less than "fair value". The cumulative effect of transactions where the transaction price, as established in the Debenture Agreement, was less than the closing price on the date of the respective transactions resulted in a cumulative charge to operations of approximately \$146,189 during this time period.

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During the period from January 1, 2004 through March 31, 2004, the Company issued an aggregate 2,400,000 shares of common stock, in two (2) separate transactions, in exchange for the redemption of approximately \$50,000 in outstanding debenture balance and approximately \$500,000 in cash from the exercise of the affiliated warrant. Where the closing price of the Company's common stock was in excess of the respective price per share on the respective transaction date, the Company recognized a charge to operations for "compensation expense related to common stock issuances at less than "fair value". The cumulative effect of transactions where the transaction price, as established in the Debenture Agreement, was less than the closing price on the date of the respective transactions resulted in a cumulative charge to operations of approximately \$321,000 during this time period.

Research and Development

Depending on the demand for new product lines and the refinement of our production processes under our production agreement with Israel Military Industries (IMI), an entity owned by the State of Israel, for the cross-production and sale of various small arms ammunition, we may or may not incur increased spending on research and development activities during Calendar 2004.

Further, additional ammunition calibers and/or projectiles may be developed by us depending upon market research, acceptance in the marketplace of existing products and production capabilities. At this time, there are no definitive plans for the further introduction of other new products into the marketplace.

Item 3 - Controls and Procedures

As required by Rule 13a-15 under the Exchange Act, within the 90 days prior to the filing date of this report, the Company carried out an evaluation of the effectiveness of the design and operation of the Company's disclosure controls and procedures. This evaluation was carried out under the supervision and with the participation of the Company's President, Chief Executive and Chief Financial Officer. Based upon that evaluation, the Company's President, Chief Executive and Chief Financial Officer concluded that the Company's disclosure controls and procedures are effective. There have been no significant changes in the Company's internal controls or in other factors, which could significantly affect internal controls subsequent to the date the Company carried out its evaluation.

Disclosure controls and procedures are controls and other procedures that are designed to ensure that information required to be disclosed in Company reports filed or submitted under the Exchange Act is recorded, processed, summarized and reported, within the time periods specified in the Securities and Exchange Commission's rules and forms. Disclosure controls and procedures include, without limitation, controls and procedures designed to ensure that information required to be disclosed in Company reports filed under the Exchange Act is accumulated and communicated to management, including the Company's Chief Executive Officer and Chief Financial Officer as appropriate, to allow timely decisions regarding required disclosure.

Part II

Item 1 - Legal Proceedings

None

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Item 2 - Changes in Securities

In January 2004, the Company issued 38,038 shares of restricted, unregistered common stock in payment of approximately \$10,000 in accrued dividends payable on the Company's outstanding Series A and Series B Preferred Stock for the quarter ended December 31, 2003.

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During the period from January 1, 2004 through March 31, 2004, the Company issued an aggregate 2,400,000 shares of common stock, in two (2) separate transactions, to La Jolla Cove Investors, Inc., the holder of the Company's convertible debenture, in exchange for the redemption of approximately \$50,000 in outstanding debenture balance and approximately \$500,000 in cash from the exercise of the affiliated warrant. Where the closing price of the Company's common stock was in excess of the respective price per share on the respective transaction date, the Company recognized a charge to operations for "compensation expense related to common stock issuances at less than "fair value". The cumulative effect of transactions where the transaction price, as established in the Debenture Agreement, was less than the closing price on the date of the respective transactions resulted in a cumulative charge to operations of approximately \$321,000 during this time period.

Item 3 - Defaults on Senior Securities

None

Item 4 - Submission of Matters to a Vote of Security Holders

None

Item 5 - Other Information

None

Item 6 - Exhibits and Reports on Form 8-K

(a) The exhibits required to be filed herewith by Item 601 of Regulation S-B, as described in the following index of exhibits, are incorporated herein by reference, as follows:

Exhibit No.	Description
31.1	* Certification pursuant to Section 302 of Sarbanes-Oxley Act of 2002.
32.1	* Certification pursuant to Section 906 of Sarbanes-Oxley Act of 2002.
*	Filed herewith

(b) A report on Form 8-K was filed on October 4, 2001 reporting the Share Exchange conducted between the Company, F&F Equipment, Inc. and the shareholders

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of F&F Equipment, Inc. on September 29, 2001.

A report on Form 8-K was filed on January 29, 2002 reporting a change in the Registrant's Certifying Accountant.

A report on Form 8-K was filed on October 21, 2002 reporting a Convertible Debenture and a Warrant to La Jolla Cove Investors, Inc.

A report on Form 8-K was filed on February 11, 2004 in connection with a press release describing both fourth quarter and year end results for 2003.

Another report on Form 8-K was filed on February 11, 2004 stating that the Company had executed a non-binding letter of intent to acquire the assets of Triton Ammunition Corporation.

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SIGNATURES

In accordance with the requirements of the Exchange Act, the registrant caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

American Ammunition, Inc.

(Registrant)

Dated: April 27, 2004

/s/ Andres Fernandez

Andres Fernandez
President, Chief Executive Officer
Chief Financial Officer and Director

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