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ACXIOM CORP  
Form 8-K  
April 03, 2001

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

March 30, 2001  
Date of Report (Date of earliest event reported)

Acxiom Corporation  
(Exact name of registrant as specified in its charter)

Delaware	0-13163	71-0581897
(State or other	(Commission	(IRS Employer
jurisdiction of	File Number)	Identification No.)
incorporation)		

P.O. Box 8180, 1 Information Way, Little Rock, Arkansas	72203-8180
(Address of principal executive offices)	(Zip Code)

Registrant's telephone number, including area code: (501) 342-1000

ITEM 5. OTHER EVENTS AND REGULATION FD DISCLOSURE

On March 30, 2001, Acxiom Corporation (the "Company") issued a press release announcing that it anticipates that financial results for the fourth quarter will be below the Company's previously stated expectations (the "Press Release"). As stated in the Press Release, the Company expects to hold a conference call at 9 a.m. CDT on Wednesday, April 4, 2001, to discuss the fourth quarter results further. The text of the Press Release is attached as Exhibit 99(a) to this report and is incorporated herein by reference.

ITEM 7. FINANCIAL STATEMENTS AND EXHIBITS

(c) Exhibits.

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99(a) Text of the Press Release.

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 hereunto duly authorized.

Acxiom Corporation

Date: April 2, 2001

/s/ Catherine L. Hughes

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Catherine L. Hughes  
Secretary and Corporate Counsel