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ACXIOM CORP
Form 8-K
October 22, 2003

UNITED STATES
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

October 22, 2003
Date of Report (Date of earliest event reported)

ACXIOM CORPORATION
(Exact Name of Registrant as Specified in Charter)

Delaware	0-13163	71-0581897
(State or Other Jurisdiction of Incorporation)	(Commission File Number)	(IRS Employer Identifi- cation Number)

1 Information Way, P.O. Box 8180, Little Rock, Arkansas
(Address of Principal Executive Offices)

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

ITEM 7. FINANCIAL STATEMENTS, PRO FORMA FINANCIAL INFORMATION AND EXHIBITS.

(c) Exhibits

99.1 Press Release dated October 22, 2003

ITEM 9. REGULATION FD DISCLOSURE.

See Item 12. Results of Operations and Financial Condition.

ITEM 12. RESULTS OF OPERATIONS AND FINANCIAL CONDITION.

On October 22, 2003, Acxiom Corporation (the "Company") issued a press release announcing performance for the quarter ending September 30, 2003. The Company will hold a conference call about this information further. Interested parties are invited to listen to the call, which will be broadcast on www.acxiom.com. The press release is furnished herewith as Exhibit 99.1 and incorporated by reference.

The Company's press release and other communications from time to time include certain non-GAAP financial measures. The Company's "non-GAAP financial measure" is defined as a numerical measure of a company's financial performance that excludes (or includes) amounts that are included in (or excluded from) the most direct and presented in accordance with GAAP in the Company's financial statements.

The attached press release utilizes a measure of free cash flow. Free cash flow is defined as cash used by investing activities excluding the impact of investments in joint ventures and other and/or received in acquisitions and dispositions. The Company's management believes that while free cash flow is not the amount of money available for the Company's discretionary spending since certain obligations are excluded from free cash flow, it nevertheless provides a useful measure of operating performance for assessment.

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for general corporate and strategic purposes after funding operating activities and capital expenses, and deferred costs.

The attached press release contains a quantitative reconciliation of free cash flow to operating cash flow. This non-GAAP financial measure may not be comparable to similarly titled measures and should not be considered in isolation or as a substitute for measures of performance prepared

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SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has signed on its behalf by the undersigned hereunto duly authorized.

Dated: October 22, 2003

ACXIOM CORPORATION

By: /s/ Catherine L. Hughes

Name: Catherine L. Hughes
Title: Secretary

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EXHIBIT INDEX

Exhibit Number	Description
99.1	Press Release of the Company dated October 22, 2003.

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