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ACXIOM CORP  
Form 8-K  
January 21, 2004

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

January 21, 2004  
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 Identification No.)

1 Information Way, P. O. Box 8180	
Little Rock, AR	72203-8180
(Address of Principal Executive Offices)	(Zip Code)

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 January 21, 2004

ITEM 9. REGULATION FD DISCLOSURE.

See Item 12. Results of Operations and Financial Condition

ITEM 12. RESULTS OF OPERATIONS AND FINANCIAL CONDITION

On January 21, 2004, Acxiom Corporation (the "Company") issued a press release announcing its financial performance for the quarter ending December 31, 2003. The Company will hold a conference call at 4:30 p.m. CDT today to discuss this information further. Interested parties are invited to listen to the call, which will be broadcast via the Internet at [www.acxiom.com](http://www.acxiom.com). The press release is furnished herewith as Exhibit 99.1 and incorporated by reference herein.

The Company's press release and other communications from time to time include certain non-GAAP financial measures. A "non-GAAP financial measure" is defined as a numerical measure of a company's performance, financial position or cash flows that excludes (or includes) amounts that are included (or excluded from) the most directly comparable measure calculated 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 a non-GAAP financial measure. Free cash flow is defined as cash provided by operating activities less cash

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investing activities excluding the impact of investments in joint ventures and other business all paid and/or received in acquisitions and dispositions. Free cash flow, as defined by the Company comparable to similarly titled measures reported by other companies and should not be considered as a substitute for measures of performance prepared in accordance with GAAP. Management of the included free cash flow in this filing because, although free cash flow does not represent the amount available for the Company's discretionary spending since certain obligations of the Company must be paid from free cash flow, management nevertheless believes that it provides investors with a useful alternative measure of liquidity by allowing an assessment of the amount of cash available for general corporate and strategic purposes, including debt payments, after funding operating activities and capital expenditures, capitalized expenses and deferred costs.

The attached press release contains a quantitative reconciliation of free cash flow to the most closely GAAP measure, operating cash flow.

### SIGNATURE

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

Dated: January 21, 2004

ACXIOM CORPORATION

By: /s/ Catherine L. Hughes

Name: Catherine L. Hughes

Title: Secretary

### FORM 8-K

Exhibit  
Number

Description

99.1

Press Release of the Company dated January 21, 2004