

ART TECHNOLOGY GROUP INC

Form 8-K

October 02, 2006

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**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549**

**FORM 8-K  
CURRENT REPORT  
PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934  
Date of report (Date of earliest event reported): October 2, 2006  
ART TECHNOLOGY GROUP, INC.  
(Exact Name of Registrant as Specified in its Charter)**

Delaware  
(State or Other Jurisdiction  
of Incorporation)

000-26679  
(Commission  
File Number)

04-3141918  
(IRS Employer  
Identification No.)

One Main Street, Cambridge, Massachusetts  
(Address of Principal Executive Offices)

02142  
(Zip Code)

Registrant's telephone number, including area code: (617) 386-1000

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Ex-99.1 October 2, 2006 press release

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**Item 8.01 Other Events.**

On October 2, 2006, we issued a press release announcing that we have completed our previously announced acquisition of eStara, Inc. A copy of the press release is filed as exhibit 99.1 to this current report and incorporated herein by reference.

**Item 9.01 Financial Statement and Exhibits.**

(d) Exhibits

| Number | Title |
|--------|-------|
|--------|-------|

|      |                               |
|------|-------------------------------|
| 99.1 | October 2, 2006 press release |
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SIGNATURES

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.

ART TECHNOLOGY GROUP, INC.

Date: October 2, 2006

By: /s/ Julie M.B. Bradley

Julie M.B. Bradley  
Senior Vice President and Chief  
Financial Officer

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**EXHIBIT INDEX**

Number Title

99.1 October 2, 2006 press release

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