

DIETZ CHARLES A  
Form 4  
January 26, 2005

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
DIETZ CHARLES A

(Last) (First) (Middle)

ACXIOM CORPORATION, 1  
INFORMATION WAY

(Street)

LITTLE ROCK, AR 72202

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
ACXIOM CORP [ACXM]

3. Date of Earliest Transaction  
(Month/Day/Year)  
01/24/2005

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Products/Technology Leader

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
			Code	V Amount (D) Price			
Common Stock, \$.10 Par Value <sup>(1)</sup>	01/24/2005		M	1,348 A \$ 7.43	19,243.1616	I	by Spouse
Common Stock, \$.10 Par Value <sup>(1)</sup>	01/24/2005		M	1,698 A \$ 11.145	20,941.1616	I	by Spouse
Common Stock, \$.10 Par Value <sup>(1)</sup>	01/24/2005		M	4,202 A \$ 14.86	25,143.1616	I	by Spouse

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Common Stock, \$0.10 Par Value	01/24/2005	F	4,134	D	\$ 22.1	21,009.1616	I	by Spouse
Common Stock, \$0.10 Par Value	01/25/2005	S	1,544	D	\$ 22.25	19,465.1616	I	by Spouse
Common Stock, \$0.10 Par Value						297,987.9791	D	
Common Stock, \$0.10 Par Value						21,400.852	I	by Managed Account 1
Common Stock, \$0.10 Par Value						3,669.9981	I	by Managed Account 2
Common Stock, \$0.10 Par Value						1,213.3382	I	by Managed Account 3
Common Stock, \$0.10 Par Value						29.523	I	by Managed Account 4

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)
				Code	V (A) (D)		Title

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						Date Exercisable	Expiration Date		Amount or Number of Shares
Non-Qualified Stock Option (right to buy) <sup>(1)</sup>	\$ 7.43	01/24/2005	M	1,348	<u>(2)</u>	01/24/2005	Common Stock, \$.10 Par Value	1,34	
Non-Qualified Stock Option (right to buy) <sup>(1)</sup>	\$ 11.145	01/24/2005	M	1,698	<u>(2)</u>	01/24/2005	Common Stock, \$.10 Par Value	1,69	
Non-Qualified Stock Option (right to buy) <sup>(1)</sup>	\$ 14.86	01/24/2005	M	4,202	<u>(2)</u>	01/24/2005	Common Stock, \$.10 Par Value	4,20	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
DIETZ CHARLES A ACXIOM CORPORATION 1 INFORMATION WAY LITTLE ROCK, AR 72202			Products/Technology Leader	

## Signatures

By: Catherine L. Hughes, Attorney-in-Fact For: Charles A. Dietz

01/26/2005

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) This option has a tandem tax withholding right.
- (2) This option vests incrementally over a 10-year period beginning 1/25/96 and ending 1/24/2004. Date of grant is 1/25/95. Expiration date is 1/24/2005.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.