## 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): July 26, 2006

## ACXIOM CORPORATION

(Exact Name of Registrant as Specified in Its Charter)

## DELAWARE

(State or Other Jurisdiction of Incorporation)

0-13163

71-0581897

(Commission File Number)

(IRS Employer Identification No.)

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

72203-8180

(Zip Code)

**501-342-1000** (Registrant's Telephone Number, Including Area Code)

**Not Applicable** (Former Name or Former Address, if Changed Since Last Report)

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 (see General Instruction A.2. below):

- O Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- x Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- 0 Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- 0 Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

## Item 2.02 Results of Operations and Financial Condition.

On July 26, 2006, Acxiom Corporation (the "Company") issued a press release announcing the results of its financial performance for the first quarter of fiscal year 2007. The Company held a conference call at 4:30 p.m. CDT on the same date to discuss this information further. Interested parties were invited to listen to the call, which was broadcasted via the Internet at www.acxiom.com. The press release is furnished herewith as Exhibit 99.1 and incorporated by reference herein.

The Company's press release, including the Financial Road Map (June 30, 2006), and other communications from time to time include certain non-GAAP financial measure". It is defined as a numerical measure of a company's financial performance, financial position or cash flows that excludes (or includes) amounts that are included in (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 also reports the non-GAAP measure of free cash flow. Free cash flow, as the Company has historically reported it, is defined as operating cash flow less cash used by investing activities excluding the impact of investments in joint ventures and other business alliances and cash paid and/or received in acquisitions and dispositions. While free cash flow does not represent the amount of money available for the Company's discretionary spending since certain obligations of the Company must be funded out of free cash flow, management has historically used this measure as a useful measure of liquidity for assessing the amount of cash available for general corporate and strategic purposes after funding operating activities and capital expenditures, capitalized software expenses, and deferred costs. The Company intends to focus on free cash flow available to equity, instead of its previously reported free cash flow, since management believes free cash flow available to equity is a superior measure.

The attached press release utilizes a non-GAAP measure of free cash flow available to equity. Free cash flow available to equity is defined as operating cash flow less cash used by investing activities (excluding the impact of cash paid acquisitions), less required payments of debt (total debt payments excluding payments on the line of credit). The Company's management believes that this measure of free cash flow available to equity is superior to the previously reported free cash flow, since it represents the amount of money available for the Company's discretionary spending after funding all required obligations including scheduled debt payments, and it therefore provides a useful measure of liquidity for assessing the amount of cash available for general corporate and strategic purposes.

In addition, return on invested capital, also included in the attached press release, is a non-GAAP financial measure. Management defines "return on invested capital" as income from operations adjusted for the implied interest expense included in operating leases divided by the trailing four quarters' average invested capital. The implied interest adjustment for operating leases is calculated by multiplying the average quarterly balances of the present value of operating leases (beginning balance + ending balance)/2 times an 8% implied interest rate on the leases. Average invested capital is defined as the trailing 4 quarter average of the ending quarterly balances for total assets less cash, less non-interest bearing liabilities, plus the present value of operating leases. Return on invested capital for fiscal 2006, and for any four-quarter period including the quarter ended September 30, 2005, also excludes the impact of certain

unusual charges recorded during the quarter ended September 30, 2005. Management believes that return on invested capital is useful because it provides investors with additional information for evaluating the efficiency of the Company's capital deployed in its operations. Return on invested capital does not consider whether the business is financed with debt or equity, but rather calculates a return on all financial capital invested in the business. Return on invested capital includes the present value of future payments on operating leases as a component of the denominator of the calculation, and adjusts the numerator of the calculation for the implied interest expense on those operating leases, in order to recognize the fact that the Company finances portions of its operations with leases instead of using either debt or equity. A reconciliation of return on invested capital to return on assets is included as an attachment to the press release.

Adjusted U.S. operating margin, adjusted international operating margin, and adjusted return on assets are also non-GAAP measures since they exclude unusual charges for the quarter ended September 30, 2005. These charges are excluded as unusual because they were not considered or anticipated when management set the Financial Road Map targets for fiscal 2006, and therefore management believes that it is appropriate to exclude these charges for purposes of comparison to the Financial Road Map. Furthermore, management believes this information will be useful to investors in assessing the Company's performance against the stated Road Map targets. A reconciliation of the adjusted operating margin to operating margin and a reconciliation of adjusted return on assets to return on assets is included as an attachment to the press release.

EBITDA is defined as earnings before interest, taxes, depreciation and amortization. EBITDA is not mentioned in the attached press release, but may have been discussed during the conference call. EBITDA can be calculated directly from the financial statements by adding pre-tax income plus interest expense from the statement of operations plus depreciation and amortization from the cash flow statement. Management believes EBITDA is a useful measure of liquidity which may be used by investors to assess the Company's ongoing operations and liquidity.

The non-GAAP financial measures used by the Company in the attached press release may not be comparable to similarly titled measures used by other companies and should not be considered in isolation or as a substitute for measures of performance or liquidity prepared in accordance with GAAP.

### Item 8.01 Other Events.

During its quarterly conference call following the release of its first quarter earnings, which is available for replay on Acxiom's website, members of Acxiom Corporation's management made remarks addressing the proxy contest by VA Partners, LLC for the election of directors at Acxiom's 2006 annual shareholders meeting. A copy of the transcript of the conference call is attached hereto as Exhibit 99.2.

## Item 9.01 Financial Statements and Exhibits

## (c) Exhibits.

The following exhibits are furnished herewith:

| Exhibit<br>Number | Description  |
|-------------------|--|
| 99.1              | Press Release of the Company dated July 26, 2006 announcing first quarter earnings for fiscal year 2007.   |
| 99.2              | Transcript of the Company's first quarter fiscal year 2007 earnings conference call held on July 26, 2006. |
|                   |  |

## 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.

Dated: July 27, 2006

## ACXIOM CORPORATION

By: /s/ Jerry C. Jones
Name: Jerry C. Jones
Title: Business Development/Legal Leader

## EXHIBIT INDEX

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## For more information, contact:

Katharine Raymond Investor Relations Coordinator Acxiom Corporation (501) 342-1321

> Dale Ingram Public Relations Leader Acxiom Corporation (501) 342-4346 EACXM

## **Acxiom Announces First-Quarter Results**

Company Generates Best-Ever Q1 Revenue and Operating Income

LITTLE ROCK, Ark. — July 26, 2006 — Acxiom® Corporation (Nasdaq: ACXM) today announced financial results for the first quarter of fiscal 2007 ended June 30, 2006. Acxiom 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.

Year over year, first-quarter earnings per diluted share increased 186 percent to \$0.20. Consolidated net earnings for the quarter increased 168 percent to \$17.8 million. First-quarter revenue totaled \$336.7 million, representing an 8.5 percent increase over the same quarter last year.

"Our first-quarter results were strong and in line with our long-term Financial Road Map. These results reflect the growing strength of our company and the benefits from our ongoing initiatives to transform Acxiom," Company Leader Charles D. Morgan said. "Our first-quarter operating income increased 143 percent over the same quarter last year, and our overall revenue growth of 8.5 percent was led by a 9.8 percent increase in our services business. We are clearly on the right path operationally and will continue to stay focused on executing our priority initiatives to deliver superior financial performance."

### Highlights of Acxiom's first-quarter performance include:

- Revenue of \$336.7 million, up 8.5 percent from \$310.3 million in the first quarter a year ago.
- Income from operations of \$36.3 million, a 143 percent increase compared to \$15.0 million in the first quarter last year.

  Pre-tax earnings of \$29.2 million, up 173 percent from \$10.7 million in the first quarter of fiscal 2006.
- Diluted earnings per share of \$.20, a 186 percent increase compared to \$.07 in the first quarter last year.

- Operating cash flow of \$56.4 million and free cash flow available to equity of \$11.9 million. The free cash flow available to equity of \$11.9 million is a non-GAAP financial measure, and a reconciliation to the comparable GAAP measure, operating cash flow, is attached to this press release.
   Services gross margin increased to 25.1 percent from 18.5 percent in the same quarter last year and from
- Services gross margin increased to 25.1 percent from 18.5 percent in the same quarter last year and from 23.7 percent in the sequential quarter ended March 31, 2006.
   Computer and related expense continued to decline as a percentage of revenue. This key performance
- Computer and related expense continued to decline as a percentage of revenue. This key performance metric fell to 21.7 percent versus 25.0 percent in the first quarter last year.
- Share repurchases for the quarter were approximately 576,000 shares for a total value of approximately
   \$13.9 million

"Our revenue and operating income are record results for the first fiscal quarter," Morgan continued. "We are pleased with our performance in the first quarter, but we believe we have considerable opportunity to improve operating performance and deliver additional growth through execution of our long-term strategies."

Morgan noted that Acxiom recently completed new contracts with General Motors Corporation; AutoNation, Inc.; Unilever; Yellow Book USA; AccuData and Southern Progress Corporation."

### Outlook

The Company's expectations are communicated in the Financial Road Map, which includes a chart summarizing the one-year and long-term goals as well as an explanation of the assumptions and definitions that accompany these goals. Acxiom's current Financial Road Map has been updated to reflect changes to the free cash flow definition and reflects the Company's current expectations for fiscal year 2007, and the long-term goals reflect expected performance in fiscal 2010.

These financial projections are based on the assumptions and limitations set forth in the Financial Road Map. These projections are forward looking, and actual results may differ materially. These projections may be impacted by mergers, acquisitions, divestitures or other business combinations that may be completed in the future as well as the other factors set forth below.

### About Acxiom

Acxiom Corporation (Nasdaq: ACXM) integrates data, services and technology to create and deliver customer and information management solutions for many of the largest, most respected companies in the world. The core components of Acxiom's innovative solutions are Customer Data Integration (CDI) technology, data, database services, IT outsourcing, consulting and analytics, and privacy leadership. Founded in 1969, Acxiom is headquartered in Little Rock, Arkansas, with locations throughout the United States and Europe, and in Australia and China.

For more information, visit www.acxiom.com.

This release and today's conference call contain forward-looking statements that are subject to certain risks and uncertainties that could cause actual results to differ materially. Such statements may include but are not necessarily limited to the following: that the Company is continuing to experience continued improvement and momentum in financial performance, that we expect that continued focus on expense controls will lead to continued improvement in operating margins, that the projected revenue, operating margin, return on assets and return on invested capital,

operating cash flow and free cash flow, borrowings, dividends and other metrics referred to in the Financial Road Map attached to this release will be within the estimated ranges; that the company has identified categories of ortunity that provide upside to the ranges of the Financial Road Map, that the estimations of reve cash flow, growth rates, restructuring charges and expense reductions will be within the estimated ranges; and that the business pipeline and our anticipated cost structure will allow us to continue to meet or exceed revenue, cash flow and other projections. The following are important factors, among others, that could cause actual results to differ materially from these forward-looking statements: The possibility that we may incur expenses related to unsolicited proposals or other efforts by others to acquire or control the Company; certain contracts may not be closed, or may not be closed within the anticipated time frames; the possibility that due to issues attendant to the current proxy contest clients may attempt to reduce the amount of business they do with the Company; the possibility that a significant disruption to the business of the Company may result from the current proxy contest; the possibility that in the event that a change of control was sought that certain of the clients of the Company would invoke certain provisions in their contracts resulting in a decline in the revenue and profit of the company; the possibility that certain contracts may not generate the anticipated revenue or profitability; the possibility that negative changes in economic or other conditions might lead to a reduction in demand for our products and services; the possibility of an economic slowdown or that economic conditions in general will not be as expected; the possibility that the historical seasonality of our business may change; the possibility that significant customers may experience extreme, severe economic difficulty; the possibility that the integration of acquired businesses may not be as successful as planned; the possibility that the fair value of certain of our assets may not be equal to the carrying value of those assets now or in future time periods; the possibility that sales cycles may lengthen; the possibility that we may not be able to attract and retain qualified technical and leadership associates, or that we may lose key associates to other organizations; the possibility that we won't be able to properly motivate our sales force or other associates; the possibility that we won't be able to achieve cost reductions and avoid unanticipated costs; the possibility that we won't be able to continue to receive credit upon satisfactory terms and conditions; the possibility that competent, competitive products, technologies or services will be introduced into the marketplace by other companies; the possibility that we may be subjected to pricing pressure due to market conditions and/or competitive products and services; the possibility that there will be changes in consumer or business information industries and markets that negatively impact the Company; the possibility that changes in accounting pronouncements may occur and may impact these projections; the possibility that we won't be able to protect proprietary information and technology or to obtain necessary licenses on commercially reasonable terms; the possibility that we may encounter difficulties when entering new markets or industries; the possibility that there will be changes in the legislative, accounting, regulatory and consumer environments affecting our business. including but not limited to litigation, legislation, regulations and customs relating to our ability to collect, manage, aggregate and use data; the possibility that data suppliers might withdraw data from us, leading to our inability to provide certain products and services; the possibility that we may enter into short-term contracts which would affect the predictability of our revenues; the possibility that the amount of ad hoc, volume-based and project work will not be as expected; the possibility that we may experience a loss of data center capacity or interruption of telecommunication links or power sources; the possibility that we may experience failures or breaches of our network and data security systems, leading to potential adverse publicity, negative customer reaction, or liability to third parties; the possibility that postal rates may increase, thereby leading to reduced volumes of business; the possibility that our clients may cancel or modify their agreements with us; the possibility that we will not successfully complete customer contract requirements on time or meet the service levels specified in the contracts, which may result in contract penalties or lost revenue; the possibility that we experience

processing errors which result in credits to customers, re-performance of services or payment of damages to customers; the possibility that the services of the United States Postal Service, their global counterparts and other delivery systems may be disrupted; and the possibility that we may be affected by other competitive factors.

With respect to the Financial Road Map, all of the above factors apply, along with the following which were assumptions made in creating the Financial Road Map: that the U.S. and global economies will continue to improve at a moderate pace; that global growth will continue to be strong and that globalization trends will continue to grow at an increasing pace; that Acxiom's computer and communications related expenses will continue to grow at an increasing pace; that Acxiom's computer and communications related expenses will continue to fall as a percentage of revenue; that the Customer Information Infrastructure (CII) grid-based environment Acxiom will continue to be implemented successfully over the next 3-4 years and that the new CII infrastructure will continue to provide increasing operational efficiencies; that the acquisitions of companies operating primarily outside of the United States will be successfully integrated and that significant efficiencies will be realized from this integration; relating to operating cash flow and free cash flow, that sufficient operating and capital lease arrangements will continue to be available to the Company to provide for the financing of most of its computer equipment and that software suppliers will continue to provide financing arrangements for most of the software purchases; relating to revolving credit line balance, that free cash flow will meet expectations and that the Company will use free cash flow to pay down bank debt, buy back stock and fund dividends; relating to annual dividends, that the Board of Directors will continue to approve quarterly dividends and will vote to increase dividends over time; relating to diluted shares, that the Company will meet its cash flow expectations and that potential dilution created through the issuance of stock options and warrants will be mitigated by continued stock repurchases in accordance with the Company's stock repurchase program. With respect to the provision of products or services outside our primary base of operat

Other factors are detailed from time to time in our periodic reports and registration statements filed with the United States Securities and Exchange Commission. We believe that we have the product and technology offerings, facilities, associates and competitive and financial resources for continued business success, but future revenues, costs, margins and profits are all influenced by a number of factors, including those discussed above, all of which are inherently difficult to forecast.

We undertake no obligation to update the information contained in this press release, including the Financial Road Map or any other forward-looking statement.

Acxiom is a registered trademark of Acxiom Corporation.

# ACXIOM CORPORATION AND SUBSIDIARIES CONSOLIDATED STATEMENTS OF OPERATIONS (Unaudited) (Dollars in thousands, except earnings per share)

For the Three Months Ended June 30,

|  |         | June 30, |          |          |
|--|---------|----------|----------|----------|
|  |         |          | \$       | %        |
|  | 2006    | 2005     | Variance | Variance |
| Revenue:   |         |          |          |          |
| Services   | 261,892 | 238,499  | 23,393   | 9.8%     |
| Data   | 74,813  | 71,772   | 3.041    | 4.2%     |
| Total revenue  | 336,705 | 310,271  | 26,434   | 8.5%     |
| Operating costs and expenses:<br>Cost of revenue                             |         |          |          |          |
| Services   | 196,073 | 194,349  | 1,724    | 0.9%     |
| Data   | 49,572  | 48,885   | 687      | 1.4%     |
| Total cost of revenue  | 245,645 | 243,234  | 2,411    | 1.0%     |
| Services gross margin  | 25.1%   | 18.5%    |          |          |
| Data gross margin  | 33.7%   | 31.9%    |          |          |
| Total gross margin   | 27.0%   | 21.6%    |          |          |
| Selling, general and administrative<br>Gains, losses and nonrecurring items, | 54,745  | 53,700   | 1,045    | 1.9%     |
| net  |         | (1,637)  | 1,637    | 0.0%     |
| Total operating costs and expenses   | 300,390 | 295,297  | 5,093    | 1.7%     |
| Income from operations   | 36,315  | 14,974   | 21,341   | 142.5%   |
| Other income (expense):  |         |          |          |          |
| Interest expense   | (7,769) | (5,162)  | (2,607)  | 50.5%    |
| Other, net   | 647     | 891      | (244)    | (27.4%)  |
| Total other income (expense)   | (7,122) | (4,271)  | (2,851)  | 66.8%    |
| Earnings before income taxes   | 29,193  | 10,703   | 18,490   | 172.8%   |
| Income taxes   | 11,385  | 4,064    | 7,321    | 180.1%   |
| Net earnings   | 17,808  | 6,639    | 11,169   | 168.2%   |
| Earnings per share:  |         |          |          |          |
| Basic  | 0.20    | 0.07     | 0.13     | 185.7%   |
| Diluted  | 0.20    | 0.07     | 0.13     | 185.7%   |
|  |         |          |          |          |

# ACXIOM CORPORATION AND SUBSIDIARIES CONSOLIDATED STATEMENTS OF OPERATIONS (Unaudited) (Dollars in thousands, except earnings per share)

For the Three Months Ended

|   | June 30, | March 31, | \$       | %        |
|---|----------|-----------|----------|----------|
|   | 2006     | 2006      | Variance | Variance |
|   | 2000     | 2000      | variance | variance |
| Revenue:                                  |          |           |          |          |
| Services                                  | 261,892  | 257,591   | 4,301    | 1.7%     |
| Data                                      | 74,813   | 86,752    | (11,939) | (13.8%)  |
| Total revenue                             | 336,705  | 344,343   | (7,638)  | (2.2%)   |
| Operating costs and expenses:             |          |           |          |          |
| Cost of revenue                           |          |           |          |          |
| Services                                  | 196,073  | 196,428   | (355)    | (0.2%)   |
| Data                                      | 49,572   | 52,142    | (2,570)  | (4.9%)   |
| Total cost of revenue                     | 245,645  | 248,570   | (2,925)  | (1.2%)   |
| Services gross margin                     | 25.1%    | 23.7%     |          |          |
| Data gross margin                         | 33.7%    | 39.9%     |          |          |
| Total gross margin                        | 27.0%    | 27.8%     |          |          |
| Selling, general and administrative       | 54,745   | 51,642    | 3,103    | 6.0%     |
| Gains, losses and nonrecurring items, net |          | (456)     | 456      | (100.0%) |
| Total operating costs and expenses        | 300,390  | 299,756   | 634      | 0.2%     |
| Income from operations                    | 36,315   | 44,587    | (8,272)  | (18.6%)  |
| Other income (expense):                   |          |           |          |          |
| Interest expense                          | (7,769)  | (7,531)   | (238)    | 3.2%     |
| Other, net                                | 647      | 135       | 512      | 379.3%   |
| Total other income (expense)              | (7,122)  | (7,396)   | 274      | (3.7%)   |
| Earnings before income taxes              | 29,193   | 37,191    | (7,998)  | (21.5%)  |
| Income taxes                              | 11,385   | 14,132    | (2,747)  | (19.4%)  |
| Net earnings                              | 17,808   | 23,059    | (5,251)  | (22.8%)  |
| Earnings per share:                       |          |           |          |          |
| Basic                                     | 0.20     | 0.27      | (0.07)   | (25.9%)  |
| Diluted                                   | 0.20     | 0.26      | (0.06)   | (23.1%)  |

## ACXIOM CORPORATION AND SUBSIDIARIES CALCULATION OF EARNINGS PER SHARE (Unaudited)

(In thousands, except earnings per share)

## For the Three Months Ended

|  | June 30,<br>2006 | June 30,<br>2005 | March 31,<br>2006 |
|--|------------------|------------------|-------------------|
| Basic earnings per share:  |                  |                  |                   |
| Numerator - net earnings   | 17,808           | 6,639            | 23,059            |
| Denominator - weighted-average shares outstanding                      | 88,155           | 91,044           | 86,981            |
| Basic earnings per share   | 0.20             | 0.07             | 0.27              |
| Diluted earnings per share:  |                  |                  |                   |
| Numerator - net earnings   |                  |                  |                   |
| Net earnings   | 17,808           | 6,639            | 23,059            |
| Denominator:   |                  |                  |                   |
| Weighted-average shares outstanding                                    | 88,155           | 91,044           | 86,981            |
| Dilutive effect of common stock options, warrants and restricted stock | 2,268            | 2,752            | 2,855             |
|  | 90,423           | 93,796           | 89,836            |
| Diluted earnings per share   | 0.20             | 0.07             | 0.26              |

# ACXIOM CORPORATION AND SUBSIDIARIES RESULTS BY SEGMENT (Unaudited) (Dollars in thousands)

## For the Three Months Ended

| Revenue:   | June 30,<br>2006 | June 30,<br>2005 | March 31,<br>2006 |
|--|------------------|------------------|-------------------|
| US services & data   | 291,419          | 265,434          | 295,795           |
| International services & data  | 45,286           | 44,837           | 48,548            |
| Total revenue  | 336,705          | 310,271          | 344,343           |
| US supplemental information:   |                  |                  |                   |
| Services & data excluding IT mgmt  | 201,242          | 178,632          | 206,853           |
| IT management services   | 90,177           | 86,802           | 88,942            |
|  | 291,419          | 265,434          | 295,795           |
| International supplemental information:<br>Services & data excluding IT mgmt | 45,286           | 44,837           | 48,548            |
| Income from operations:  |                  |                  |                   |
| US services & data   | 35,950           | 14,717           | 40,794            |
| International services & data  | 365              | (1,380)          | 3,337             |
| Corporate & other  | 0                | 1,637            | 456               |
| Total income from operations   | 36,315           | 14,974           | 44,587            |
| Margin:  |                  |                  |                   |
| US services & data   | 12.3%            | 5.5%             | 13.8%             |
| International services & data  | 0.8%             | -3.1%            | 6.9%              |
| Total margin   | 10.8%            | 4.8%             | 12.9%             |

## ACXIOM CORPORATION AND SUBSIDIARIES DATA REVENUE AND COST OF DATA SUPPLEMENTAL SCHEDULE (Unaudited) (Dollars in thousands)

## For the Three Months Ended

|                       | June 30,<br>2006 | June 30,<br>2005 | \$<br>Variance | %<br>Variance | March 31,<br>2006 | \$<br>Variance | %<br>Variance |
|-----------------------|------------------|------------------|----------------|---------------|-------------------|----------------|---------------|
|                       | 2000             | 2003             | variance       | variance      | 2000              | variance       | variance      |
| Data                  | 54,530           | 53,218           | 1,312          | 2.5%          | 66,176            | (11,646)       | (17.6%)       |
| Passthrough data      | 20,283           | 18,554           | 1,729          | 9.3%          | 20,576            | (293)          | (1.4%)        |
|                       |                  |                  |                |               |                   |                |               |
| Total data revenue    | 74,813           | 71,772           | 3,041          | 4.2%          | 86,752            | (11,939)       | (13.8%)       |
|                       |                  |                  |                |               |                   |                |               |
|                       |                  |                  |                |               |                   |                |               |
| Cost of data revenue: |                  |                  |                |               |                   |                |               |
| Data                  | 29,289           | 30,331           | (1,042)        | (3.4%)        | 31,566            | (2,277)        | (7.2%)        |
| Passthrough data      | 20,283           | 18,554           | 1,729          | 9.3%          | 20,576            | (293)          | (1.4%)        |
|                       |                  |                  |                |               | · ·               |                |               |
| Total cost of data    | 49,572           | 48,885           | 687            | 1.4%          | 52,142            | (2,570)        | (4.9%)        |
|                       |                  |                  |                |               |                   |                |               |
| Margin:               |                  |                  |                |               |                   |                |               |
|                       |                  |                  |                |               |                   |                |               |
| Data                  | 46.3%            | 43.0%            |                |               | 52.3%             |                |               |
| Passthrough data      | 0.0%             | 0.0%             |                |               | 0.0%              |                |               |
| Total data            | 33.7%            | 31.9%            |                |               | 39.9%             |                |               |
|                       |                  |                  |                |               |                   |                |               |
|                       |                  |                  |                |               |                   |                |               |

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# ACXIOM CORPORATION AND SUBSIDIARIES CONDENSED CONSOLIDATED BALANCE SHEETS (Unaudited) (Dollars in thousands)

|   | June 30,          | March 31,         | \$                 | %                 |
|---|-------------------|-------------------|--------------------|-------------------|
|   | 2006              | 2006              | Variance           | Variance          |
| <u>Assets</u>   |                   |                   |                    |                   |
| Current assets:   | 4.460             | 7.705             | (2.5.42)           | (46.00()          |
| Cash and cash equivalents Trade accounts receivable, net        | 4,163<br>264,933  | 7,705             | (3,542)<br>3,309   | (46.0%)<br>1.3%   |
| Deferred income taxes   | 264,933<br>24,517 | 261,624<br>24,587 | (70)               | (0.3%)            |
| Other current assets  | 45,204            | 44,937            | 267                | 0.6%              |
| Other Current assets  | 43,204            | 44,337            | 207                | 0.070             |
| Total current assets  | 338,817           | 338,853           | (36)               | (0.0%)            |
| Property and equipment  Less - accumulated depreciation and     | 685,515           | 662,948           | 22,567             | 3.4%              |
| amortization  | 353,633           | 329,177           | 24,456             | 7.4%              |
| Property and equipment, net                                     | 331,882           | 333,771           | (1,889)            | (0.6%)            |
| Software, net of accumulated amortization                       | 41,313            | 45,509            | (4,196)            | (9.2%)            |
| Goodwill  | 477,291           | 472,401           | 4,890              | 1.0%              |
| Purchased software licenses, net of<br>accumulated amortization | 161,814           | 155,518           | 6,296              | 4.0%              |
| Unbilled and notes receivable, excluding                        | 17 100            | 10 120            | (1.051)            | (10.20/)          |
| current portions Deferred costs, net                            | 17,188<br>116,651 | 19,139<br>112,817 | (1,951)<br>3,834   | (10.2%)<br>3.4%   |
| Data acquisition costs  | 38,712            | 40,828            | (2,116)            | (5.2%)            |
| Other assets, net   | 21,379            | 21,662            | (283)              | (1.3%)            |
| outer about, net  | 1,545,047         | 1,540,498         | 4.549              | 0.3%              |
|   |                   |                   | 1,0 10             | 0.570             |
| Liabilities and Stockholders' Equity                            |                   |                   |                    |                   |
| Current liabilities:  |                   |                   |                    |                   |
| Current installments of long-term                               |                   |                   |                    |                   |
| obligations   | 96,701            | 93,518<br>44,144  | 3,183              | 3.4%              |
| Trade accounts payable  | 41,905<br>27,487  | ,                 | (2,239)            | (5.1%)            |
| Accrued payroll and related expenses  Other accrued expenses    | 27,467<br>79,345  | 32,139<br>81,428  | (4,652)<br>(2,083) | (14.5%)<br>(2.6%) |
| Deferred revenue  | 112,313           | 123,916           | (11,603)           | (9.4%)            |
| Income taxes  | 9,759             | 4,845             | 4,914              | 101.4%            |
| Dividends payable   | 4,403             | -,0-13            | 4,403              | 101.470           |
| Dividendo payable   | ., 103            |                   | 1,100              |                   |
| Total current liabilities                                       | 371,913           | 379,990           | (8,077)            | (2.1%)            |
| Long-term obligations:  |                   |                   |                    |                   |
| Long-term debt and capital leases, net of                       |                   |                   |                    |                   |
| current installments  | 345,992           | 353,692           | (7,700)            | (2.2%)            |
| Software and data licenses, net of current                      |                   |                   |                    |                   |
| installments  | 28,854            | 22,723            | 6,131              | 27.0%             |
| Total long-term obligations                                     | 374,846           | 376,415           | (1,569)            | (0.4%)            |
| Deferred income taxes   | 77,735            | 77,916            | (181)              | (0.2%)            |
| Commitments and contingencies                                   |                   |                   | ( - )              | (,                |
|   |                   |                   |                    |                   |
| Stockholders' equity:<br>Common stock                           | 10,985            | 10,946            | 39                 | 0.4%              |
| Additional paid-in capital                                      | 685,086           | 677,026           | 8,060              | 1.2%              |
| Unearned stock-based compensation                               | (1,736)           | (1,941)           | 205                | (10.6%)           |
| Retained earnings   | 23,683            | 410,278           | 13,405             | 3.3%              |
| Accumulated other comprehensive loss                            | 8,637             | 2,205             | 6,432              | 291.7%            |
| Treasury stock, at cost   | (406,102)         | (392,337)         | (13,765)           | 3.5%              |
| Total stockholders' equity                                      | 720,553           | 706,177           | 14,376             | 2.0%              |
|   | 1,545,047         | 1,540,498         | A E 40             | 0.20%             |
|   | 1,343,04/         | 1,340,490         | 4,549              | 0.3%              |

# ACXIOM CORPORATION AND SUBSIDIARIES CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS (Unaudited) (Dollars in thousands)

For the Three Months Ended

June 30,

|  | 2006                                  | 2005      |
|--|---------------------------------------|-----------|
|  |                                       |           |
| Cash flows from operating activities:                                |                                       |           |
| Net earnings   | 17,808                                | 6,639     |
| Non-cash operating activities:  Depreciation and amortization        | 59,047                                | 55,534    |
| Loss (gain) on disposal or impairment of assets, net                 | (84)                                  | 43        |
| Deferred income taxes  | (233)                                 | 3,635     |
| Non-cash stock compensation expense                                  | 553                                   | 298       |
| Changes in operating assets and liabilities:                         |                                       |           |
| Accounts receivable  | (1,796)                               | 17,297    |
| Other assets   | 3,186                                 | (17,945)  |
| Accounts payable and other liabilities                               | (9,743)                               | 917       |
| Deferrred revenue  | (12,388)                              | (4,942)   |
| Net cash provided by operating activities                            | 56,350                                | 61,476    |
| Cash flows from investing activities:                                |                                       |           |
| Capitalized software   | (5,719)                               | (5,673)   |
| Capital expenditures   | (217)                                 | (2,929)   |
| Cash collected from the sale and license of software                 | 5,000                                 | -         |
| Deferral of costs  | (16,887)                              | (16,192)  |
| Payments received from investments                                   | 783                                   | 721       |
| Net cash paid in acquisitions  | <del>-</del> -                        | (106,719) |
| Net cash used by investing activities                                | (17,040)                              | (130,792) |
| Cash flows from financing activities:                                |                                       |           |
| Proceeds from debt   | 28,873                                | 281,706   |
| Payments of debt   | (67,866)                              | (54,130)  |
| Dividends paid   | · · · · · · · · · · · · · · · · · · · | (4,432)   |
| Sale of common stock   | 6,773                                 | 13,527    |
| Acquisition of treasury stock  | (11,965)                              | (160,354) |
| Tax benefit of stock options exercised                               | 1,079                                 | -         |
| Net cash used by financing activities                                | (43,106)                              | 76,317    |
| Effect of exchange rate changes on cash                              | 254                                   | (297)     |
|  |                                       |           |
| Net increase in cash and cash equivalents                            | (3,542)                               | 6,704     |
| Cash and cash equivalents at beginning of period                     | 7,705                                 | 4,185     |
| Cash and cash equivalents at end of period                           | 4,163                                 | 10,889    |
| Supplemental cash flow information:                                  |                                       |           |
| Cash paid during the period for:                                     |                                       |           |
| Interest   | 7,830                                 | 4,397     |
| Income taxes   | 5,268                                 | 190       |
| Payments on capital leases and installment payment<br>arrangements   | 18,905                                | 19,929    |
| Payments on software and data license liabilities                    | 7,847                                 | 10,938    |
| Other debt payments, excluding line of credit                        | 1,711                                 | 1,357     |
| Noncash investing and financing activities:                          | *                                     | ,         |
| Issuance of options for acquisition                                  | =                                     | 7,541     |
| Software licenses and maintenance acquired under software obligation | 15,266                                | 2,161     |
| Acquisition of property and equipment under capital lease            | 13,200                                | 2,101     |
| and installment payment arrangements                                 | 19,426                                | 26,458    |
| Construction and other financing                                     | 5,904                                 | 3,654     |
|  |                                       | 11        |
|  |                                       |           |

## ACXIOM CORPORATION AND SUBSIDIARIES FREE CASH FLOW DEFINITION

There has been discussion over Acxiom's Free Cash Flow definition
No single universally accepted definition of Free Cash Flow exists
Acxiom's goal is to communicate Free Cash Flow available to equity vs. available for debt service
Going forward calculation will continue to be transparent and consistent with an equity Free Cash Flow point of view

## ACXIOM CORPORATION AND SUBSIDIARIES CALCULATION OF FREE CASH FLOW AVAILABLE TO EQUITY (Q1 FY07 Comparison) AND RECONCILIATION TO OPERATING CASH FLOW

(Unaudited) (Dollars in thousands)

|  | Old              | New              | Chan     | ge     |
|--|------------------|------------------|----------|--------|
|  | 06/30/06         | 06/30/06         | \$       | %      |
| Net cash provided by operating activities<br>Less:   | 56,350           | 56,350           | -        | 0.0%   |
| Tax benefit of stock options and warrants            | -                | -                | -        | -      |
| Subtotal   | 56,350           | 56,350           | -        | 0.0%   |
| Plus:  |                  |                  |          |        |
| Proceeds received from the disposition of operations | -                | -                | -        | -      |
| Proceeds received from the disposition of assets     | -                | -                | -        | -      |
| Payments received from investments                   | -                | 783              | 783      | -      |
| Less:  | (5.710)          | (5.710)          |          | 0.0%   |
| Capitalized software<br>Capital expenditures         | (5,719)<br>(217) | (5,719)<br>(217) | -        | 0.0%   |
| Deferral of costs                                    | (16,887)         | (16,887)         | -        | 0.0%   |
| Payments on capital leases and installment payment   | (10,007)         | (10,007)         | -        | 0.0%   |
| arrangements   | -                | (18,905)         | (18,905) | -      |
| Payments on software and data license liabilities    | -                | (7,847)          | (7,847)  | -      |
| Other required debt payments                         |                  | (1,711)          | (1,711)  |        |
| Subtotal   | 33,527           | 5,847            | (27,680) | -82.6% |
| Plus: Tax benefit of stock options and warrants      | 1,079            | 1,079            |          | 0.0%   |
| Tax benefit of stock options and warrants            | 1,0/9            | 1,079            |          | 0.0%   |
| Subtotal   | 34,606           | 6,926            | (27,680) | -80.0% |
| Plus:<br>Cash collected from sale of software        | 5,000            | 5,000            |          | 0.0%   |
| Total  | 39,606           | 11,926           | (27,680) | -69.9% |

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# ACXIOM CORPORATION AND SUBSIDIARIES CALCULATION OF FREE CASH FLOW AVAILABLE TO EQUITY (FY06 Comparison) AND RECONCILIATION TO OPERATING CASH FLOW (Unaudited) (Dollars in thousands)

|  | Old      | New      | Chan      | ge     |
|--|----------|----------|-----------|--------|
|  | FY 2006  | FY 2006  | \$        | %      |
| Net cash provided by operating activities<br>Less:   | 275,833  | 275,833  | -         | 0.0%   |
| Tax benefit of stock options and warrants            | -        | (19,097) | (19,097)  |        |
| Subtotal   | 275,833  | 256,736  | (19,097)  | -6.9%  |
| Plus:  |          |          |           |        |
| Proceeds received from the disposition of operations | -        | 4,844    | 4,844     | -      |
| Proceeds received from the disposition of assets     | 5,123    | 5,123    | -         | 0.0%   |
| Payments received from investments                   | -        | 3,760    | 3,760     | -      |
| Less: Capitalized software                           | (21,903) | (21,903) | _         | 0.0%   |
| Capital expenditures                                 | (6,848)  | (6,848)  | -         | 0.0%   |
| Deferral of costs                                    | (70,454) | (70,454) | -         | 0.0%   |
| Payments on capital leases and installment           | , , ,    |          |           |        |
| payment arrangements                                 | -        | (72,232) | (72,232)  | -      |
| Payments on software and data license liabilities    | -        | (29,069) | (29,069)  | -      |
| Other required debt payments                         | -        | (9,302)  | (9,302)   | -      |
| Subtotal   | 181,751  | 60,655   | (121,096) | -66.6% |
| Plus:  |          |          |           |        |
| Tax benefit of stock options and warrants            | -        | 19,097   | 19,097    |        |
| Subtotal   | 181,751  | 79,752   | (101,999) | -56.1% |
| Plus:  |          |          |           |        |
| Cash collected from sale of software                 | 20,000   | 20,000   |           | 0.0%   |
| Total  | 201,751  | 99,752   | (101,999) | -50.6% |

# ACXIOM CORPORATION AND SUBSIDIARIES CALCULATION OF FREE CASH FLOW AVAILABLE TO EQUITY AND RECONCILIATION TO OPERATING CASH FLOW (Unaudited) (Dollars in thousands)

|   | 06/30/05 | 09/30/05 | 12/31/05 | 03/31/06 | FY2006   | 06/30/06 |
|---|----------|----------|----------|----------|----------|----------|
| Net cash provided by operating activities<br>Less:                                    | 61,476   | 44,785   | 95,414   | 74,158   | 275,833  | 56,350   |
| Tax benefit of stock options and warrants   |          | -        | _        | (19,097) | (19,097) |          |
| Subtotal  | 61,476   | 44,785   | 95,414   | 55,061   | 256,736  | 56,350   |
| Plus:   |          |          |          |          |          |          |
| Proceeds received from the<br>disposition of operations<br>Proceeds received from the | -        | 1,529    | 3,315    | -        | 4,844    | -        |
| disposition of assets   | -        | 3,613    | 1,510    | -        | 5,123    | -        |
| Payments received from investments Less:  | 721      | 41       | 2,093    | 905      | 3,760    | 783      |
| Capitalized software  | (5,673)  | (5,809)  | (5,204)  | (5,217)  | (21,903) | (5,719)  |
| Capital expenditures  | (2,929)  | (3,025)  | (401)    | (493)    | (6,848)  | (217)    |
| Deferral of costs Payments on capital leases and                                      | (16,192) | (18,703) | (19,603) | (15,956) | (70,454) | (16,887) |
| installment payment arrangements Payments on software and data                        | (19,929) | (15,967) | (17,994) | (18,342) | (72,232) | (18,905) |
| license liabilities   | (10,938) | (5,328)  | (7,344)  | (5,459)  | (29,069) | (7,847)  |
| Other required debt payments  | (1,357)  | (2,434)  | (1,715)  | (3,796)  | (9,302)  | (1,711)  |
| Subtotal  | 5,179    | (1,298)  | 50,071   | 6,703    | 60,655   | 5,847    |
| Plus:   |          |          |          |          |          |          |
| Tax benefit of stock options and<br>warrants  |          | -        | -        | 19,097   | 19,097   | 1,079    |
| Subtotal  | 5,179    | (1,298)  | 50,071   | 25,800   | 79,752   | 6,926    |
| Plus:   |          |          |          |          |          |          |
| Cash collected from sale of software  |          | -        | 20,000   | -        | 20,000   | 5,000    |
| Total   | 5,179    | (1,298)  | 70,071   | 25,800   | 99,752   | 11,926   |

# ACXIOM CORPORATION AND SUBSIDIARIES CALCULATION OF FREE CASH FLOW (Old Format) (Unaudited) (Dollars in thousands)

|  | 06/30/05 | 09/30/05 | 12/31/05 | 03/31/06 | FY2006   | 06/30/06 |
|--|----------|----------|----------|----------|----------|----------|
| Net cash provided by operating activities<br>Less:                 | 61,476   | 44,785   | 95,414   | 74,158   | 275,833  | 56,350   |
| Tax benefit of stock options and warrants                          |          | -        | -        | -        |          |          |
| Subtotal   | 61,476   | 44,785   | 95,414   | 74,158   | 275,833  | 56,350   |
| Plus:  |          |          |          |          |          |          |
| Proceeds received from the disposition of operations               | -        | -        | -        | -        | -        | -        |
| Proceeds received from the disposition of assets                   | -        | 3,613    | 1,510    | -        | 5,123    | -        |
| Payments received from investments                                 | -        | -        | -        | -        | -        | -        |
| Less:  |          |          |          |          |          |          |
| Capitalized software   | (5,673)  | (5,809)  | (5,204)  | (5,217)  | (21,903) | (5,719)  |
| Capital expenditures   | (2,929)  | (3,025)  | (401)    | (493)    | (6,848)  | (217)    |
| Deferral of costs  | (16,192) | (18,703) | (19,603) | (15,956) | (70,454) | (16,887) |
| Payments on capital leases and installment<br>payment arrangements |          |          |          |          |          |          |
| Payments on software and data license liabilities                  | -        | -        | -        | -        | -        | -        |
| Other required debt payments                                       | _        |          |          | _        |          |          |
| Other required debt phylicins                                      |          |          |          |          |          |          |
| Subtotal   | 36,682   | 20,861   | 71,716   | 52,492   | 181,751  | 33,527   |
| Plus:  |          |          |          |          |          |          |
| Tax benefit of stock options and warrants                          |          | -        | -        | -        |          | 1,079    |
| Subtotal   | 36,682   | 20,861   | 71,716   | 52,492   | 181,751  | 34,606   |
| Plus:  |          |          |          |          |          |          |
| Cash collected from sale of software                               |          | -        | 20,000   | -        | 20,000   | 5,000    |
| Total  | 36,682   | 20,861   | 91,716   | 52,492   | 201,751  | 39,606   |

# ACXIOM CORPORATION AND SUBSIDIARIES RECONCILIATION OF FREE CASH FLOW AS REPORTED (Unaudited) (Dollars in thousands)

|  | FY 2005 | FY 2006 |
|--|---------|---------|
| Free cash flow as previously reported                | 158,962 | 201,751 |
| Plus:  |         |         |
| Proceeds received from the disposition of operations | -       | 4,844   |
| Payments received from investments                   | 2,533   | 3,760   |
| Subtotal free cash flow available for debt service   | 161,495 | 210,355 |
| Less:  |         |         |
| Required payments of debt                            | 94,105  | 110,603 |
| Total free cash flow available to equity             | 67,390  | 99,752  |
|  |         |         |

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## ACXIOM CORPORATION AND SUBSIDIARIES CONSOLIDATED STATEMENTS OF OPERATIONS (Unaudited)

(Dollars in thousands, except earnings per share)

|   |          |          |          |          |           |          | Q1 FY06 to Q1 FY07 |         | Q4 FY06 t | Q1 FY07  |
|---|----------|----------|----------|----------|-----------|----------|--------------------|---------|-----------|----------|
|   | 06/30/05 | 09/30/05 | 12/31/05 | 03/31/06 | FY2006    | 06/30/06 | %                  | \$      | %         | \$       |
| Revenue:                                  |          |          |          |          |           |          |                    |         |           |          |
| Services                                  | 238,499  | 253,193  | 263,266  | 257,591  | 1,012,549 | 261,892  | 9.8%               | 23,393  | 1.7%      | 4,301    |
| Data                                      | 71,772   | 77,330   | 84,165   | 86,752   | 320,019   | 74,813   | 4.2%               | 3,041   | -13.8%    | (11,939) |
| Total revenue                             | 310,271  | 330,523  | 347,431  | 344,343  | 1,332,568 | 336,705  | 8.5%               | 26,434  | -2.2%     | (7,638)  |
| Operating costs and expenses:             |          |          |          |          |           |          |                    |         |           |          |
| Cost of revenue                           |          |          |          |          |           |          |                    |         |           |          |
| Services                                  | 194,349  | 191,883  | 189,502  | 196,428  | 772,162   | 196,073  | 0.9%               | 1,724   | -0.2%     | (355)    |
| Data                                      | 48,885   | 52,124   | 48,799   | 52,142   | 201,950   | 49,572   | 1.4%               | 687     | -4.9%     | (2,570)  |
| Total cost of revenue                     | 243,234  | 244,007  | 238,301  | 248,570  | 974,112   | 245,645  | 1.0%               | 2,411   | -1.2%     | (2,925)  |
|   |          |          |          |          |           |          |                    |         |           |          |
| Selling, general and administrative       | 53,700   | 54,902   | 57,625   | 51,642   | 217,869   | 54,745   | 1.9%               | 1,045   | 6.0%      | 3,103    |
| Gains, losses and nonrecurring items, net | (1,637)  | 12,799   | (1,202)  | (456)    | 9,504     | 0        | -100.0%            | 1,637   | -100.0%   | 456      |
| Total operating costs and expenses        | 295,297  | 311,708  | 294,724  | 299,756  | 1,201,485 | 300,390  | 1.7%               | 5,093   | 0.2%      | 634      |
| Income from operations                    | 14,974   | 18,815   | 52,707   | 44,587   | 131,083   | 36,315   | 142.5%             | 21,341  | -18.6%    | (8,272)  |
| % Margin                                  | 4.8%     | 5.7%     | 15.2%    | 12.9%    | 9.8%      | 10.8%    |                    |         |           |          |
| Other income (expense)                    |          |          |          |          |           |          |                    |         |           |          |
| Interest expense                          | (5,162)  | (7,416)  | (8,635)  | (7,531)  | (28,744)  | (7,769)  | 50.5%              | (2,607) | 3.2%      | (238)    |
| Other, net                                | 891      | 1,050    | (71)     | 135      | 2,005     | 647      | -27.4%             | (244)   | 379.3%    | 512      |
| Total other income (expense)              | (4,271)  | (6,366)  | (8,706)  | (7,396)  | (26,739)  | (7,122)  | 66.8%              | (2,851) | -3.7%     | 274      |
| Earnings before income taxes              | 10,703   | 12,449   | 44,001   | 37,191   | 104,344   | 29,193   | 172.8%             | 18,490  | -21.5%    | (7,998)  |
| Income taxes                              | 4,064    | 5,300    | 16,720   | 14,132   | 40,216    | 11,385   | 180.1%             | 7,321   | -19.4%    | (2,747)  |
| Net earnings                              | 6,639    | 7,149    | 27,281   | 23,059   | 64,128    | 17,808   | 168.2%             | 11,169  | -22.8%    | (5,251)  |
| Diluted earnings (loss) per share         |          | 0.07     | 0.08     | 0.31     | 0.26 0.71 | 0.20     | 185.7%             | 0.13    | -23.1%    | (0.06)   |

# ACXIOM CORPORATION AND SUBSIDIARIES CONSOLIDATED STATEMENTS OF OPERATIONS - INTERNAL FORMAT (Unaudited) (Dollars in thousands, except earnings per share)

|  |          |          |          |          |           |          | Q1 FY06 to Q1 FY07 |         | Q4 FY06 to Q1 FY07 |         |
|--|----------|----------|----------|----------|-----------|----------|--------------------|---------|--------------------|---------|
|  | 06/30/05 | 09/30/05 | 12/31/05 | 03/31/06 | FY2006    | 06/30/06 | %                  | \$      | %                  | \$      |
| Revenue                                      | 310,271  | 330,523  | 347,431  | 344,343  | 1,332,568 | 336,705  | 8.5%               | 26,434  | -2.2%              | (7,638) |
| Operating costs and expenses:                |          |          |          |          |           |          |                    |         |                    |         |
| Salaries and benefits                        | 126,264  | 127,325  | 129,888  | 132,579  | 516,056   | 135,917  | 7.6%               | 9,653   | 2.5%               | 3,338   |
| Computer, communications and other equipment | 77,647   | 76,250   | 73,614   | 71,730   | 299,241   | 73,119   | -5.8%              | (4,528) | 1.9%               | 1,389   |
| Data costs                                   | 41,831   | 44,752   | 42,021   | 44,593   | 173,197   | 43,372   | 3.7%               | 1,541   | -2.7%              | (1,221) |
| Other operating costs and expenses           | 51,192   | 50,582   | 50,403   | 51,310   | 203,487   | 47,982   | -6.3%              | (3,210) | -6.5%              | (3,328) |
| Gains, losses and nonrecurring items, net    | (1,637)  | 12,799   | (1,202)  | (456)    | 9,504     | 0        | -100.0%            | 1,637   | -100.0%            | 456     |
| Total operating costs and expenses           | 295,297  | 311,708  | 294,724  | 299,756  | 1,201,485 | 300,390  | 1.7%               | 5,093   | 0.2%               | 634     |
| Income (loss) from operations                | 14,974   | 18,815   | 52,707   | 44,587   | 131,083   | 36,315   | 142.5%             | 21,341  | -18.6%             | (8,272) |
| Operating Margin Other income (expense):     | 4.8%     | 5.7%     | 15.2%    | 12.9%    | 9.8%      | 10.8%    |                    |         |                    |         |
| Interest expense                             | (5,162)  | (7,416)  | (8,635)  | (7,531)  | (28,744)  | (7,769)  | 50.5%              | (2,607) | 3.2%               | (238)   |
| Other, net                                   | 891      | 1,050    | (71)     | 135      | 2,005     | 647      | -27.4%             | (244)   | 379.3%             | 512     |
|  | (4,271)  | (6,366)  | (8,706)  | (7,396)  | (26,739)  | (7,122)  | 66.8%              | (2,851) | -3.7%              | 274     |
| Earnings (loss) before income taxes          | 10,703   | 12,449   | 44,001   | 37,191   | 104,344   | 29,193   | 172.8%             | 18,490  | -21.5%             | (7,998) |
| Income taxes                                 | 4,064    | 5,300    | 16,720   | 14,132   | 40,216    | 11,385   | 180.1%             | 7,321   | -19.4%             | (2,747) |
| Net earnings (loss)                          | 6,639    | 7,149    | 27,281   | 23,059   | 64,128    | 17,808   | 168.3%             | 11,169  | -22.8%             | (5,251) |
| Diluted earnings (loss) per share            | 0.07     | 0.08     | 0.31     | 0.26     | 0.71      | 0.20     | 185.7%             | 0.13    | -23.1%             | (0.06)  |
|  |          |          |          |          |           | <u></u>  |                    | ·       |                    |         |

## ACXIOM CORPORATION AND SUBSIDIARIES MARGIN ANALYSIS (Unaudited)

|  |                 |                 |                  |                 |                  |                 | Q1 FY06 to Q1 FY07 |        | Q4 FY06 t | o Q1 FY07 |
|--|-----------------|-----------------|------------------|-----------------|------------------|-----------------|--------------------|--------|-----------|-----------|
|  | 06/30/05        | 09/30/05        | 12/31/05         | 03/31/06        | FY2006           | 06/30/06        | %                  | \$     | %         | \$        |
| Gross profit<br>Gross margin                   | 67,037<br>21.6% | 86,516<br>26.2% | 109,130<br>31.4% | 95,773<br>27.8% | 358,456<br>26.9% | 91,060<br>27.0% | 35.8%              | 24,023 | -4.9%     | (4,713)   |
| Operating margin                               | 4.8%            | 5.7%            | 15.2%            | 12.9%           | 9.8%             | 10.8%           |                    |        |           |           |
| Services gross profit<br>Services gross margin | 44,150<br>18.5% | 61,310<br>24.2% | 73,764<br>28.0%  | 61,163<br>23.7% | 240,387<br>23.7% | 65,819<br>25.1% | 49.1%              | 21,669 | 7.6%      | 4,656     |
| Data gross profit                              | 22,887<br>31.9% | 25,206<br>32.6% | 35,366<br>42.0%  | 34,610<br>39.9% | 118,069<br>36.9% | 25,241<br>33.7% | 10.3%              | 2,354  | -27.1%    | (9,369)   |
| Data gross margin                              | 31.9%           | 32.0%           | 42.0%            | 39.9%           | 30.9%            | 20              |                    |        |           |           |

## ACXIOM CORPORATION AND SUBSIDIARIES EXPENSE TREND ANALYSIS (Unaudited)

|   | 06/30/05 | 09/30/05 | 12/31/05 | 03/31/06 | FY2006 | 06/30/06 |
|---|----------|----------|----------|----------|--------|----------|
| Salaries and benefits % of revenue                            | 40.7%    | 38.5%    | 37.4%    | 38.5%    | 38.7%  | 40.4%    |
| Computer, communications and and other equipment % of revenue | 25.0%    | 23.1%    | 21.2%    | 20.8%    | 22.5%  | 21.7%    |
| Data costs % of revenue                                       | 13.5%    | 13.5%    | 12.1%    | 13.0%    | 13.0%  | 12.9%    |
| Other operating costs and expenses % of revenue               | 16.5%    | 15.3%    | 14.5%    | 14.9%    | 15.3%  | 14.3%    |
| Total operating costs and expenses % of revenue               | 95.2%    | 94.3%    | 84.8%    | 87.1%    | 90.2%  | 89.2%    |
| SG&A % of revenue   | 17.3%    | 16.6%    | 16.6%    | 15.0%    | 16.3%  | 16.3%    |
|   |          |          |          |          |        |          |

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## ACXIOM CORPORATION

## Financial Road Map<sup>1</sup> (as of June 30, 2006)

| Years Ending March 31,  | Actual<br>Fiscal 2006       | Actual Q1 Fiscal 2007      | Target Fiscal 2007                  | Long-Term Goals<br>Fiscal 2010 |
|---|-----------------------------|----------------------------|-------------------------------------|--------------------------------|
| U.S. Revenue Growth U.S. Revenue  | 13.6%<br>\$1,148 million    | 9.8%<br>\$291 million      | 7% to 10%<br>\$1,230 to \$1,260 mil | 8% to 11% (CAGR)               |
| International Revenue Growth International Revenue                        | -13.0%<br>\$185 million     | 1.0%<br>\$45 million       | 0% to 5%<br>\$185 to \$195 mil      | 5% to 8% (CAGR)                |
| U.S. Operating Margin<br>Adjusted U.S. Operating Margin                   | 11.6%<br>12.4% <sup>3</sup> | 12.3%                      | 14% to 15%                          | 16% to 18%                     |
| International Operating Margin<br>Adjusted International Operating Margin | -1.1%<br>2.5% <sup>3</sup>  | 0.8%                       | 2% to 4%                            | 12% to 15%                     |
| Return on Assets <sup>2</sup><br>Adjusted Return on Assets <sup>2</sup>   | 8.5%<br>9.5% <sup>3</sup>   | 9.8%<br>10.8% <sup>3</sup> | 11% to 13%                          | 14% to 17%                     |
| Return on Invested Capital <sup>2</sup>                                   | 11.4% <sup>3</sup>          | 12.8% <sup>3</sup>         | 13% to 15%                          | 16% to 19%                     |
| Operating Cash Flow   | \$276 million               | \$56 million               | \$280 to \$300 mil                  | \$320 to \$360 mil             |
| Free Cash Flow to Equity  | \$100 million               | \$12 million               | \$113 to \$133 mil                  | \$140 to \$160 mil             |
| Revolving Credit Line Balance   | \$252 million               | \$242 million              | < \$500 mil                         | < \$500 mil                    |
| Dividends Per Share   | \$0.20                      | \$0.05                     | \$0.22                              | \$0.24 to \$0.28               |

<sup>1</sup> Assumptions and definitions are defined on the following schedule: "Financial Road Map assumptions and definitions"
2 ROA and ROIC are calculated on a trailing 4 quarters basis.
3 Results executed unusual charges of 951 million for U.S. and \$6.7 million for International in the quarter ended September 30, 2005. These charges are excluded when calculating performance compared to the Road Map since they were not considered in setting the Road Map target. All other time periods are as reported for GAPP

### ACXIOM CORPORATION

## Financial Road Map Assumptions and Definitions

## Assumptions

- The effective tax rate is projected to be 38-39% for future years.
- Interest rates are assumed to increase slightly over the current levels.
- Excluding acquired credits, the Company expects to utilize all of its federal credits and begin paying regular tax in fiscal 2007. The Company expects to gradually begin paying state taxes as state NOLs are utilized.

- The Company will pay incentives under its bonus plan of \$15 to \$25 million for each of the years beginning in fiscal 2007 based on achievement of the Company's business plan. The Company will maintain a relatively constant mix of business for each of its three business segments.

- Foreign exchange rates will remain at approximately the current levels.

  Stock repurchases will be in amounts that yield the highest shareholder return considering all other uses for the available cash.
- Diluted outstanding shares will increase slightly to reflect the impact of in-the-money options as the stock price increases.
- Long-term goals are based on the Company's current assessment of opportunities and are subject to change. There are risks associated with obtaining these goals which are explained under forward looking statements in the press release accompanying this Financial Road Map. Acxiom disclaims any obligation to update the information contained in this Financial Road Map.

### **Definitions**

- Revenue Growth is defined as the percentage growth compared to the previous corresponding fiscal year or comparable period.
- Operating Margin is defined as the income from operations as a percentage of revenue.

  Return on Assets (ROA) is defined as income from operations divided by average total assets for the trailing four quarters.
- Return on Invested Capital (ROIC) is defined as income from operations adjusted for the implied interest expense included in operating leases divided by the trailing four quarters' average invested capital. The implied interest adjustment for operating leases is calculated by multiplying the average  $quarterly\ balance\ softhe\ present\ value\ of\ operating\ leases\ [(beginning\ balance\ +\ ending\ balance)/2]\ x\ an\ 8\%\ implied\ interest\ rate\ on\ the\ leases.$ Average invested capital is defined as the trailing four-quarter average of the ending quarterly balances for total assets less operating cash, less non-interest bearing liabilities, plus the present value of operating leases.
- Operating Cash Flow is as shown on the Company's cash flow statement.
- Free Cash Flow to Equity is defined as cash flow from operating activities plus or minus cash flow from investing activities (excluding net cash paid for acquisitions), less required payments of debt (total debt payments excluding payments on the line of credit).

  Revolving Credit Line Balance is defined as actual funds borrowed under the Company's revolving line of credit facility at the end of the period.
- **Dividends Per Share** is defined as the sum of the dividends for that period.

## **Reconciliation of Non-GAAP Measurements** (Dollars in thousands)

| Years End   | ling March 31,                                   | Actual<br>Fiscal 2006 | Actual<br>Q1 Fiscal 2007 | Target<br>Fiscal 2007 |           | Long-<br>Fis |
|-------------|--|-----------------------|--------------------------|-----------------------|-----------|--------------|
| U.S. Oper   | ating Margin                                     |                       |                          |                       |           |              |
| U.S. Reve   | nue  | 1,147,641             | 291,419                  |                       |           |              |
| U.S. Opera  | ating Income                                     | 133,072               | 35,950                   |                       |           |              |
| U.S. Opera  | ating Income Margin                              | 11.6%                 | 12.3%                    |                       |           |              |
| Gains,      | osses and nonrecurring items, net                | 6,147                 | 0                        |                       |           |              |
| ValueA      | ct Defense                                       | 2,216                 | 0                        |                       |           |              |
|             | t Expenses                                       | 761                   | 0                        |                       |           |              |
|             | J.S. Operating Income (1)                        | 142,196               | 35,950                   |                       |           |              |
| Adjusted I  | J.S. Operating Income Margin (1)                 | 12.4%                 | 12.3%                    |                       |           |              |
| Internatio  | onal Operating Margin                            |                       |                          |                       |           |              |
| Internation | aal Revenue                                      | 184,927               | 45,286                   |                       |           |              |
| Internation | al Operating Income                              | (1,991)               | 365                      |                       |           |              |
| Internation | aal Operating Income Margin                      | -1.1%                 | 0.8%                     |                       |           |              |
| Gains,      | osses and nonrecurring items, net                | 6,652                 | 0                        |                       |           |              |
| Adjusted I  | nternational Operating Income (1)                | 4,661                 | 365                      |                       |           |              |
| Adjusted I  | nternational Operating Income Margin (1)         | 2.5%                  | 0.8%                     |                       |           |              |
| Free Cash   | Flow to Equity                                   |                       |                          | Low                   | High      | Low          |
|             | • •  |                       |                          |                       | J         |              |
| Net cash p  | rovided by operating activities                  | 275,833               | 56,350                   | 280,000               | 300,000   | 320,000      |
| Plus:       | Proceeds received from disposition of assets     | 5,123                 | 0                        | 0                     | 0         | 0            |
|             | Proceeds received from disposition of operations | 4,844                 | 0                        | 0                     | 0         | 0            |
|             | Cash received from investments                   | 3,760                 | 783                      | 1,000                 | 1,000     | 0            |
|             | Tax benefit of stock option and warrant exercise | 0                     | 1,079                    | 7,000                 | 7,000     | 10,000       |
|             | Proceeds received from sale of software          | 20,000                | 5,000                    | 10,000                | 10,000    | 0            |
|             |  | 33,727                | 6,862                    | 18,000                | 18,000    | 10,000       |
| Less:       | Capitalized software                             | (21,903)              | (5,719)                  | (20,000)              | (20,000)  | (20,000)     |
|             | Capital expenditures                             | (6,848)               | (217)                    | (7,000)               | (7,000)   | (10,000)     |
|             | Deferral of costs                                | (70,454)              | (16,887)                 | (60,000)              | (60,000)  | (65,000)     |
|             | Capital lease and installment payments           | (72,232)              | (18,905)                 | (60,000)              | (60,000)  | (65,000)     |
|             | Software and data license liability payments     | (29,069)              | (7,847)                  | (28,000)              | (28,000)  | (25,000)     |
|             | Other debt payments                              | (9,302)               | (1,711)                  | (10,000)              | (10,000)  | (5,000)      |
|             |  | (209,808)             | (51,286)                 | (185,000)             | (185,000) | (190,000)    |
| Free cash   | Flow to equity                                   | 99,752                | 11,926                   | 113,000 to            | 133,000   | 140,000      |

Free cash flow to equity as defined by the Company may not be comparable to similarly titled measures reported by other companies. Management of the Company has included free cash flow to equity in this

Financial Road Map representing the amount of money available for the Company's discretionary spending, Management 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 after funding operating activities and capital expenditures, capitalized software expenses, deferred costs and required debt repayments. The above table reconciles free cash flow to equity to cash provided by operating activities, the nearest comparable GAAP measure.

Notes
Results exclude unusual charges of \$9.1 million for U.S. and \$6.7 million for International in the quarter ended September 30, 2005. These charges are excluded when calculating performance compared to the Road Map since the the Road Map target. All other time periods are as reported for GAAP.

## 24 **Reconciliation of Non-GAAP Measurements**

|  |           | Actual<br>Fiscal 2006 |  |           | Actual<br>Q1 Fiscal 2007 |  |      | Target<br>Fiscal 2007 |           |   |                         |
|--|-----------|-----------------------|--|-----------|--------------------------|--|------|-----------------------|-----------|---|-------------------------|
| Return on Assets (ROA) and   | Adjusted  |                       |  | Adjusted  |                          |  | ROA  |                       | ROIC      |   |                         |
| Return on Invested Capital (ROIC) <sup>5</sup>   | ROA       | ROA                   | ROIC   | ROA       | ROA                      | ROIC   | Lov  | 7                     | High      | Low   | Hiş                     |
| Numerator:<br>Income from operations<br>Unusual Charges, Net (6)   | 131,083   | 131,083<br>15,776     | 131,083<br>15,776                            | 152,424   | 152,424<br>15,776        | 152,424<br>15,776                            | 17   | 5,500                 | 196,900   | 175,500                                       | 1!                      |
| Add implied interest on operating leases (1)   |           | 13,770                | 11,696                                       |           | 15,770                   | 10,674                                       |      |                       |           | 11,000  |                         |
|  | 131,083   | 146,859               | 158,554                                      | 152,424   | 168,200                  | 178,874                                      | 17   | 5,500                 | 196,900   | 186,500                                       | 20                      |
| Denominator: Average total assets (2) Less average cash (3) Less average non-interest bearing current liabilities (4) Plus average present value of operating leases (1) | 1,549,933 | 1,549,933             | 1,549,933<br>(8,616)<br>(288,063)<br>135,190 | 1,554,756 | 1,554,756                | 1,554,756<br>(6,934)<br>(285,462)<br>132,750 | 1,55 | 0,000                 | 1,575,000 | 1,550,000<br>(10,000)<br>(277,000)<br>133,000 | 1,5!<br>(1<br>(28<br>1) |
|  | 1,549,933 | 1,549,933             | 1,388,444                                    | 1,554,756 | 1,554,756                | 1,395,110                                    | 1,55 | 0,000                 | 1,575,000 | 1,396,000                                     | 1,38                    |
| Return on invested capital   | 8.5%      | 9.5%                  | 11.4%  | 9.8%      | 10.8%                    | 12.8%  | 119  | o to                  | 13%       | 13%   | to 15°                  |

## Notes

- Average present value of operating leases is the average for the trailing 4 quarter ends of the present value of future payments on operating leases, discounted at 8% which is the assumed implicit interest rate included in the leases. The implied interest added to the numerator is the 8% assumed interest charge on the average quarterly balance [(beginning + Ending) / 2] of the present value of the leases.
- Average total assets is the average of the GAAP amount for the trailing 4 quarter ends. 3 Average cash is the average of the GAAP amount for the trailing 4 quarter ends. Future cash balances above \$10.0 million are assumed to be invested at money market rates and are excluded from this operating cash adjustment.
- Average non-interest bearing current liabilities is the average for the trailing 4 quarter ends of all current liabilities excluding the current portion of long-term debt.
- 5 ROA and ROIC figures are calculated on a trailing 4 quarters basis.
- Results exclude unusual charges of \$9.1 million for U.S. and \$6.7 million for International in the quarter ended September 30, 2005. These charges are excluded when calculating performance compared to the Road Map since they v

the Road Map target. All other time periods are as reported for GAAP.

Return on Invested Capital (ROIC) as defined by the Company, may not be comparable to similarly titled measures reported by other companies. Management of the Company has included ROIC in this Financial Road Map because it measures the capital efficiency of our business. ROIC does not consider whether the business is financed with debt or equity; rather ROIC calculates a return on all capital invested in the business. The above table reconciles ROIC to a ROA calculation using GAAP numbers. The Company uses ROIC in a number of ways, including pricing analysis, capital expenditure evaluation, and merger and acquisition valuation.

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Good day and welcome to today's Acxiom first quarter fiscal year 2007 earnings conference call. [OPERATOR INSTRUCTIONS] Now I'll turn the conference over to your host, Mr. Frank Cotroneo, Chief Financial Officer. Frank, please go ahead.

Frank Cotrones:
Good afternoon and welcome. Thanks for joining us to discuss our fiscal 2007, first quarter results. With me today are Charles Morgan our Chairman and CEO, Lee Hodges, our Chief Operating Officer and Rodger Kline our Corporate Administration Leader. Before we begin our remarks 1'd like to thank Charles, Lee and Roger for assisting me as my transition to Acxiom. As you'll hear in few moments this is an exciting time for Acxiom and I look forward to contributing to the ongoing transformation of the company, I'm to teak a minute to give special thanks to Roger for laying a strong foundation and assisting me during my transition into the CPO role. The transition is ongoing and progressing smoothly. Before we begin our formal permarks, I'd like to remind everyone that the various comments we make about future expectations, Equidance, targets, estimates, plans and prospects for the company, constitute forward-looking statements within the meaning of the Federal Security Laws and are based on current information and expectations. Actual results may differ materially from those indicated by these forward-looking statements as a result of various important factors including those discussed in the first quarter press release, required in ancient as the company reconcilation of no nonGAAP financial measures are now being posted to the Investor Relations portion of our website, at Acxiom.com. In addition, we've also posted 4 pages of supplemental financial data and Sadditional schedules to support our discussions of free each flow and the changes we've making to our definition and our communication of free cash flow to equity going-forward. I will reference these schedules during my comment. At this time I'll turn the call over to Charles Morgan.

Charles Morgan:
Thanks a lot. Welcome to Acxiom. As all of you have seen our press release we achieved record financial results in the first quarter of fiscal 2007.

Thanks a lot. Welcome to Acxiom. As all of you have seen our press release we achieved record financial results in the first quarter of fiscal 2007. Charles Morgan:
Thanks a lot. Welcome to Acxiom. As all of you have seen our press release we achieved record financial results in the first quarter of fiscal 2007. This QI performance is another indication that our business strategies are working. Over the past year we've been focused on expenses management and on improving our margins by growing topline revenues, I call this our balanced approach and believe it will provide a foundation, a sustainable financial performance for this fiscal year and well beyond. I'd like to take this opportunity to thank the Acxiom management team and all the thousands of associates workfulde for delivering such a strong result in QL, and getting us off to a great start in the fiscal year. In the first quarter Acxioms revenue grew 8.5%, net income increased 168%, and diluted earnings per share greve 186% versus a year ago. These results were especially good as many of you who follow Acxiom know, the first quarter traditionally is our weakest quarter due to the seasonality of our business. We have been working hard to transform Acxiom over the past several years. Expanding our product and solution capabilities, keeping relevant. Lowering the cost of our IT infrastructure, standardizing products and processes. Changing the way we're organized and expanding our geographic coverage, to support our global clients. Our investments in international markets, risk mitigation services, and digital capabilities, will play an increasingly more important role over our financial roadmap time for us, financible) We believe the combination of these products and market saw well as the increased efficiencies will generate through our great computer platform and more standardized process, will provide a foundation for sustained earnings and precash flow growth. Now coming back to our first quarter results, net earnings increased 165% to 336.7 million compared to 330 million or 50.20 per diluted share compared to 6.6 million or 50.00 per share last year. For the quarter, revenue increased 6.5% to

continue to stay focused on executing our priority initiatives to deliver superior sustainable financial performance for all our shareholders. So at this time, I'm going to pass the call over to Lee who will provide some highlights about our segment operations, Lee?

\*\*Lee Hodge:\*\*

Thank you, Charles and hello, everyone. I'd like to now spend a few minutes reviewing our first quarter performance in company operations. And I have to rell you, I am extremely encouraged by our QI results. Across the board, with aimost all of our unit achieving or exceeding their financial goals. This represents our fourth strong operational quarter in a row, and by most measures it was the best first quarter in Acxiom's history, For today's update I'll briefly cover three areas. U.S. revenue performance, European results, and our overall expense and margin improment efforts. Fill start with our U.S. business, which grew just under 10%, 9.8% over QI of fiscal '06. A very solid record in a traditionally challenging quarter, and one that reflects continued progres on many fronts. Our U.S. services business sess, Acxiom Digital, formerly digital impact and Acxiom Insight, formerly Insight America, and just look at our core U.S. services business business by the procure of the process of the process

perspective to his client relationships, and his relationships with some of the most recognizable names in our industry, to his day to aly loadesthapia and I know I speak for the entire senior team here at Accions when I say Charles Morganis uniquely qualified to take our company forward and to maximize the return Accion delivers to our shareholders And, so, with that I'll thank you and now, I'll turn it back over to Frank. Frank?

Frank Cotroneo:

Thank you, Lee. In place of our traditional Power Point slide presentation I'll instead review selects financial highlights for the quarter and direct you to our Website for the supporting financial schedules, these schedules are intended to you additional insight into the trends of our business and assist you with your analysis following his call. Should you have additional questions following the okey contact us as. As Charles described earlier, we will be a supporting financial schedules, these schedules are intended to you additional insight into the trends of our business and assist you with your analysis following his call. Should you have additional questions following the tops of the season of

previous calculation and they will be deducted going forward. For our first quarter ended June 30, 2006, free cash flow to equity was \$12 million versus \$5.2 million a year ago. As you know the first quarter is our weakest quarter due to the seasonal nature of our business. That concludes our comments about our first quarter and at this time of Ilike to turn the meeting book back to Charles who will provide ander regarding ValueAct

Charles Morgan:
Thank you very much, Frank and I think everybody can tell, Frank jumped in with both feet. And is doing just an absolutely outstanding job. I also want to just briefly say Lee I appreciate your comments very much. I know they were very sincere and I appreciate that very much.

Lee Hodges:

Thank you very much. From and flams everytool can not a trans, tumped as with not bee, And is doing upon an accusacy constanting post. as not work to the property of the prop

Frank Cotroneo:
Thank you, Charles. In closing we're very pleased with our first quarter results and the recent trend of financial performance for Acxiom. We know; however, we must stay diligence to maintain high quality earnings growth. You should know this management team is focused on managing the business to deliver superior, sustainable performance top shareholders. Thank you all again for joining us today. As a reminder we have an investor day scheduled for Wednesday, August 16th at the grand Hyatt hotel in New York City. The meeting will begin at noon. Now, operator we'll prepare begin the questions and answers session from our call.

**OPERATOR:** [OPERATOR INSTRUCTIONS] First we have Megan Talbott with Lehman Brothers.

Megan Lehman:

A really quick question. First of all, on the service margin that is came in well above my expectations and considering it is the low of the year, typically, what do you think we can look forward to for those margins? How are you thinking about those for the rest

Lee Hodges:

I think we have a very strong component part to the reason for our success, We had revenue growth which we still expect to main pain going into the future quarters, we still expect our expense management programs to maintain the level of expenses and the level of expense growth we reported this quarter. So those two things rewere maintaining, we wouldn't expect to see a large increase quarter-over-quarter as we reported because the first quarter last year was a down quarter and it is a relatively easy comp as I mentioned earlier in my comments but we expect he revenue growth to continue and we would expect there to be significant margin improvement over prior year but not quite as what we reported this year this quarter.

Charles Morgan:
Certainly, I think it gives us confidence in our roadmap guidance for the year and we're still you negotiation supporting that roadmap guidance and I have to say the only reason I'm interrupting here is the U.S. Postal Service budget is not 90 million. I wish it was. It's \$90 billion. I'm correct? I think so.

## Megan Lehman Okav. Thanks.

**Charles Morgan:** If it was \$90 million that would open up a lot of new business opportunities for us [ Laughter ]

## Megan Lehman:

 $\begin{array}{l} \textbf{OPERATOR:} \\ \textbf{Wo'll oo next to Brad Eichler with Stephens, Inc.} \end{array}$ 

**Brad Eichler:**Hey, guys. Frank, glad to have you aboard and I like the lay out of your stuff, by the way

## Frank Cotroneo:

A couple questions, first of all, on data, Do you know you talked a little bit about increasing topline growth, going forward, can you detail a little bit more the plan there, please?

Lee Hodges:

Hey, Brad, it's Lee. we have a number of initiative on topline growth in our data business, that's a relative -- High relative margin business. We have in

the first quarter, we've been in place a number of incentives for a lot of the broker resalers of our data but that's viewed as more short term to be honest two new products and new consulting services to sell those products is basically the strategy. I would mention, actually, there is a third component to that which is our broader distribution channels and Charles mentioned our SAP, our new SAP relationship. Charles, why don't you add on to that?

Charles Morgan:
Brad I don't know if the press release hit the wire yet, but we have an agreement with SAP to fully integrate AbiliTec in our content and to the the CRM suite add SAP. This is the first phase of a multiphased strategy that will ultimately make them a full partner in our business information grid strategy. And as we said before, this is all about getting and creating a much more distribution channel. We've just never been able to effectively serve the client that wants to buy \$10,000 overh of stuff a year from us. And with the, you negotation SAP and EMC relationship, those guys that are \$10,000 to \$100,000 a year, we can much more effectively serve with them as the channel partners.

### Brad Eichler

Brad Eichler:

Okay. Second question is; On the international, obviously, that business is stabilized and turned a profit. Can you give us more detail on the progress that you're making there, specifically, and adding services to that business mix?

Lee Hodges:
Brad, It's Lee again. We've talked about this before. Clearly, our strategy is to leverage our data preeminnocence in Europe. As we did no our U.S. business through the 90s, use that as a basis and leverage that preeminnocence to create a data based services business Product development activity underway in Europe, Brad, we have industry solution packaging in Europe. We put Dave Callen over there and he's been there a little over three months as our new European leader. Dave came to the U.S. 5 years ago from London to focus on our nonfinancial services business growth and he built our capabilities and our revenue growth wonderfully over the last five years to really make that end of our business in the U.S. very strong component of our services product line. So we've put Dave back in London and he's not home and he's now our European leader and he is bringing that experience and that success formula to Europe. We've also put one of the senior guys, one of our service in Service in U.S., who will now act as a seen your in Europe to work with Dave who has been sort of Mr. Marketing database from a sales support and deal support in the U.S. and Jeff Wingdo has joined Dave in London to focus on building our services and solutions business in Europe. So, we're very optimistic that the plans are in place and the people are in place to execute on that strategy.

## Brad Eichler:

OPERATOR:

Fred Searby: Okay. Hi, thank you. Good afternoon, guys.

## Charles Morgan: Hi, Fred.

Fred Searby:

Good. Nice quarter. Some questions for you. As you diversified away from credit card can you give us an update on how much credit Credit card represents of revenues and what kinds of volumes you've been seeing there? And then, secondly, a kind of — Maybe I'm slow on this, but I've had trouble in understanding in your \$60 million you taken out of P&L gross margins came up nicely but if you look at \$G&A\$ as a percent of sales it's flat year on year and I'm just trying io figure out why we're not seeing that number come down both in absolute terms and obviously as a percent of revenues if you could help me with that? Thank you.

Lee Hodges:
Fred, Lee, again. Let me comment and then, perhaps, Charles or Frank would like to add their thoughts as well. I'll take your question on credit card to ways. One is — What are we doing in financial services beyond credit card to maintain a solid growth rate in financial services? The other interpretation to your question could be; What are we doing outside of financial services to grow the business. But I think you meant your question in my first interpretation.

Fred Searby:

I get guess it's both. Their one in the same. Literally, what is credit card today as a percent of revenues. What has the growth been like? I m historically his has been really a bonanza for you in one of your real-kind of expertise focus. And how successfully diversifying away from would be the first part.

Charles Morgan:
Fred, you know, we don't actually track it that way. We have no reason not to share that with you. Let us do some homework and we'll get back to you on that. It's obviously a big chuck of our business.

Lee Hodges:

Let me know if you look at all the financial services, clearly, it is, you know, growing year of year and it's growing in light of an industry which is certainly dramatically scaled back their marketing span for credits card acquisitions. At least in the mail channel and that's been fairly widely reported. But, the fact that —

Fred Searby: That's why I'm asking the question

## Lee Hodges: What's that?

## Fred Searby: That's what I'm getting at.

Lee Hodges:

Exactly, What I'm getting to is that the though the growth was nominal at 4.5% a lot of our transaction-based volumes are actually down. So, that big driver of revenues down. But all of the things we've been talking about enterprise solutions, growing into retail banking, selling these guys digital services, risk-based services. All of those things are, you know, creating, you know, a very nice — Actual nice increase. In all those areas, that's offsetting any losses in any other areas. And a lot of our efforts over the last 18 months has been to deal exactly with that issue. We talked about growing it into retail and mortgage lending and, in the enterprise information management solutions, which we're doing and we're very — And Lee said it. We're extremely optimistic because those efforts are shows great promise Pountse and knowledge — Not only shows great promise Pountse and knowledge — Not only shows great promise but we're showing net revenue growth in a credit card segment which is clearly by itself, shrinking in terms of marketing spent by our customers.

Frank Cotroneo:

Let me add one other thought to that if I could. The senior executives at our largest credit card client, Fred, who have relied on us through the yas upport their direct mailing marketing efforts, are now relying on Acxiom Otto create the broader multichannel marketing solutions that Charles talked about. So our success with these large companies will absolutely continue into the future. I might also add that the one piece I read into it "Wall'Nsreet'Journal" on this, there was an interesting quote from American Express that said that mail continues to be a very big part of their strategy. So while mail volume declining, it's not falling off the Cliff. It is going to be a long time until, you know, that, you know, has a signific impact on our business.

Charles Morgan:
But it is, you know, we generate revenue from analytics and we generate revenue from analytics, in that same article. One of the targeted it may have been American Express, we made the May be a mailing list but we mail in a more way. More targeted means their using more of our content and data management services and an an it analytic an it will.

Frank Cotroneo:
Fred, this is Frank. The SG&A question is this; Year-over-year, apples-to-apples basis, SG&A is down. 16.3%. It is about 17% as a percentage of revenue in 05. You have two things going on here, '06, okay, has the digital impact and InsightAmerica in it. You have the impact of acquisitions. Of if the SAP of 1.6. And the other part the is the first quarter of '06, the first quarter of '07 has a higher comp accumal then the first quarter of '06 did. So we're looking very good right now compared to where we were last year so that incentive compensation accrual is higher in the first quarter then it was last year which is a good thing.

Fred Searby:
If I could sneak one more in. The SAP deal sounds exciting, Charles, just to play devil's advocate, however, these deals in the past probably didn't quite fulfill expectations. I'm wondering how you structured this one differently?

Charles Morgan:
Well, the main thing that we've done in the last few years is we've looked at our, you know, the strategy of how we grow our business is — We knew we had new and better and more efficient distribution strategies and the concept and a whole lot of little partner that is didn't have, you know, a big opportunity to help us, and we didn't have a real plan that would allow us to totally align our interests with their interests. It is, we really reset our whole concept there and EMC was, you know, base one of that. I'll just, you know, tell you a little bit about the SAP thing, SAP thing, we had conversations with Drace and we had a conversation with SAP. Both of those enterprises feel its content is very important to their future and to their success successful delivery of product. Only in the last few years has technology and the development of service-oriented architectures and ultimately, you negotiation grid computing, given us an effective way to integrate into an SAP solution. We now have technology that lets us integrate into SAP solutions. We also have a customer our part her who's thirsty for our content. I was on the stage with the CEO of SAP America about a week ago in Denver. In front of their 1500 strong sales for in North America. And we did about a 25-minute, you negotiation pitch and discussion about what we're trying to do together. We then had a breakout with all of the CRM sales leaders and a breakout room and literally the forom was overthologing. And there is a great amount of excitement. Though need our technology and know-how and we good technological ways to integrate them. We're going to pay their sales guys for distributing our content. We're getting 1500 sales guys on street for us. And our content dramatically enhances their CRM application suite.

Fred Searby: Thank you very much, guys. Good quarter.

## Charles Morgan

## OPERATOR: Next from JP Morgan securities,

Fred Searby:

Hey, guys, how you doing? Let me just I'll jump back around. Looking at the segment break down U.S. services or end data versus international services and day taxes could you give us an internal growth for each of those? Adjusting for the acquisitions and also, divest clour of operations.

Frank Cotroneo: Could you repeat the question again? I didn't hear all of it I don't like it a little bit.

Fred Searby: Trying to get a internal growth figures for U.S. and international, so adjusting for acquisitions and divested operations

Frank Cotroneo:
Okay. We reported in the first quarter, organic growth of about 5.8% on the U.S. business. And that's consistent with where we see this in next quarter going and would help us roadmap. So we're looking at those numbers basically. Approximately 5 to 6%. Internal without acquisitions.

**Fred Searby:**Okay. And adjusting also for the divested operation

### Frank Cotroneo:

Fred Searby: And for the international?

Frank Cotroneo: International we're looking at slightly lower then that for this year. 1%. Flat to 1% to 2%.

Fred Searby:

Okay. Great. And then, in the guidance for the topline for international that's obviously etched down a little bit. Is there a particular thing that's driving that' Just trying to get a sense on why that piece has come down? That's the only thing that changed down it looks like.

The only thing that should have changed on the roadmap was the free cash flow numbers, a number you're looking at se international revenue of 180 to 190 it used to say 185 to 195. That was a mistake. Go back to 185 to 195.

 $\label{eq:Fred Searby: That's good to know. Then also -- What? Out of all those figures, it's impossible.$ 

Charles Morgan: I can't believe it! You're fired!

Fred Searby:

And then, lastly and I'll jump off, here, you know you talked about — I was wondering if you could give us a hard metric of the benefit you're getting even a sorts of number — Particularly with the old PI and InsightAmerica?

### Charles Morgan

Charles Morgan:

Really, the best evidence of that is the quarter-over-quarter growth rate we're seeing in our digital and our risk businesses. Those mid-to-upper teens quarter-over-quarter growth rates are really a direct result of us creating the cross-selling processes that allow those products and services of those ne businesses to be sold into our large client base. And so we're very pleased with that. You know, cross selling products and services in any company in challenging proposition. And we're make great, great progress and much of the growth from our digital business and our risk businesses —

## Frank Cotroneo:

Charles Morgan: Is coming, yeah, exactly, most of the growth is coming from placing their products and services into our large clients.

Fred Searby:

Okay, Maybe to spin it back a different way, Before I think you were talking about those companies year-over-year growing like 30ish% or so. What sort of a — Is that rate essentially continued or is this — Is that 17 sort of gross ban adjusted down from those for some reason?

Frank Curoneo:

I think that we'll see a growth acceleration of our risk business over time, the opportunity we have across all of the industries we focus on four our risk products incredible. We're creating and enabling new products in that regard right now — Our digital business will grow beautifully but it may not grow quite as fact over time as our risk business does.

Charles Morgan:

By the way, I wanted to make one one other comment. There was a bet that — Actually one of you guys bet me that I haven't seen it — That Acxiom's

ID. theft solution into an IPI premiere integrating some of our risk product into their products suite and, again, it is all about the concept of distribution finding strong distribution partners like Personicx OSAP and EMC. And that's a key part of that long-term company negligent of strategy.

Lee Hodges:
About two week ago, we posted an investor presentation on our Website. And on page 11 of that presentation, you can see four lines of business and the expected growth rates between end of year 6 and end of year 2010. In particular risk mitigation services expected to have a compound annual growth rate of 23%. That's what's currently on the roadmap.

Fred Searby: Okay. Excellent. Thanks, guys.

## Lee Hodges:

### OPERATOR: m Bear Steams

Tim Nollen:

Hi, I have a couple questions on the cost side. Please. Your cost management looks like it is been very good recently. I'm wondering with computer costs down, I understand it's the function of the grid and more effective management of the costs. Isn't there a point if you're going to be getting into much more management and other types of service that is your cost of computer costs might be heading upward, and then, also, on the data line you've done a good job on the data cost controls but in past periods you've had data cost rise, at least, in line with revenues on the data side so I'm wondering when those might be heading up?

Charles Morgan: While everybody is looking around I'll say our IT cost will continue to hit that and you can absolutely take that to the bank. We have nowhere near fully exploited the potential of a grid computing. So, we still have, you know, the opportunity to expand. Not an interesting amount of our margin expansion will continue to come from IT costs.

Frank Cotroneo:
Right, we've also committed during some of our most recent discussions internally and investors we're putting half a percentage point improvement in that stay statistic over the roadmap period as our minimum acceptable level of improvement so half a percentage point improvement a year on computer expense at a percentage of revenue is something you can build into your model.

## Charles Morgan

From a data cost standpoint, I think the key metric there, Tim, is data cost as a percentage of data revenue and that will absolutely improve Over time as well. But that will be driven largely by what we believe will be an accelerated topline impact.

## **Tim Nollen:**So we can expect similar reductions in the percentage of revenues on those costs going forward?

Charles Morgan:

Tim Nollen:

That you had recently? Can I ask you one other very macroquestion? With some of the more recent concerns about consumer and Do you know, possible economic slow down, can you say if you've had any sort of indications on that one way or the other in terms of customer spend something.

## Charles Morgan

Not right now. Fortunately, some of our largest customers are reporting record profits right now so that's good for us. You know, I think our pipeline is outstanding right now and I was just as a financial services that we have a meeting with the financial services either on phone or in the person, about 455 of nome today and they have just got a huge number of exciting things going on. So not right now. And I'm sure you know, if economy slows oh toe economy slows down well see some but I'm not saying yes — Are you?

## Lee Hodges

## Tim Nollen: No. Thanks a lot.

OPERATOR:

Todd Van Fleet:
Good afternoon. Just I missed a couple of metrics, perhaps I don't know if you provided them this quarter. The new business that was landed during the quarter and then the committed pipeline renewal activity are you going to provide those still or is there a reason you decided not to provide them:

Charles Morgan:

We just did not include those in our press releases as we have before, Todd. Do you know, our pipeline as Charles just mentioned is strong. In fact, Do you know, in the past we've used as our measure, we have a 14-step tracking process across all deals large or small and when you reach a certain stage in the process, basically, we're Acxiom has been selected tasks winner, but, yet, we haven't yet gone to contract is what we basically have published in the past as what is in our pipeline and that number right now is \$74 million of annual contract value. And that number is as high as it is been for the last year. And, so, that basally bodes well for the growth rates we expect to see on the topline in Fiscal Year '07.

**Todd Van Fleet:** Anything along the new business line, Lee? Any metrics?

Lee Hodges:
I apologize. I don't have my hands on that number right now, Todd. We'll get it to you.

## Todd Van Fleet

Just a you couple quick ones, Frank, I think you said you accrued more bonus expense this quarter versus last year. Could you give us an idea what that amount was this year? Frank Cotroneo:

We anticipate achieving our roadmap targets and we have an internal target for compensation level and we accrued up to the level that we achieved that target. So the dollar values, I think, at this point are – I'm not sure tonight share those numbers.

Todd Van Fleet:
So just to interpret those comments the roadmap cites anywhere from 15 to 25 million so is it fair to say the accrual in Q1 was enough to get you to a

Frank Cotroneo:

No. What I'm saying is we've got an internal compensation goal and we on path to achieve that at 100% payout and we've crewed the appropriate level for the first quarter up to that level. So there's nothing on the roadmap that could refute to figure out what the compensation level is.

## Todd Van Fleet: Okay.

### Frank Cotroneo:

Frank Cotronce:

And the compensations are — Our incentive compensation is built into the earnings number so if we hit our earnings number we'll all get paid F we don't we'll not get paid so it won't affect the outcome of the roadmap.

Todd Van Fleet: Okay. And then

Frank Cotroneo:
A good way to structure it by the way.

 $\label{thm:local_control_control_control} \textbf{Todd Van Fleet:} \\ \textbf{And then the tax rate for 2007 was I correct in hearing it will be about 39\% you estimate at this stage?} \\ \textbf{Todd Van Fleet:} \\ \textbf{And then the tax rate for 2007 was I correct in hearing it will be about 39\% you estimate at this stage?} \\ \textbf{Todd Van Fleet:} \\ \textbf{And then the tax rate for 2007 was I correct in hearing it will be about 39\% you estimate at this stage?} \\ \textbf{Todd Van Fleet:} \\ \textbf{And then the tax rate for 2007 was I correct in hearing it will be about 39\% you estimate at this stage?} \\ \textbf{Todd Van Fleet:} \\ \textbf{And then the tax rate for 2007 was I correct in hearing it will be about 39\% you estimate at this stage?} \\ \textbf{Todd Van Fleet:} \\ \textbf{And Van Fleet:} \\ \textbf{And$ 

Frank Cotroneo: 39% is what we're using for this year. Again, there's a R&E tax credit Congress is hopefully going to address at the upcoming session when they come back from summer break. We're hoping they pass it and we're hoping if they do what they usually do which is pass it and make it retroactive hopefully there will be a benefit accrued to us and we'll book it when they update the law. Up until then we're running with a 39% rate.

## Todd Van Fleet: Okay. Thanks very much

## Frank Cotroneo:

## OPERATOR:

ler with HS Capital

Ben Stroller: Hi, guys, how are you?

## Charles Morgan: Good.

## Ben Stroller: Hey, guys.

## Frank Cotroneo:

Ben Stroller:
By the story before about BKF were you implying you expect the stock to go down to \$4 if we vote you out?

Charles Morgan: [Laughter] No, there's risk and any time you have, you know, any kind of change like that Do you just put, risk in a more in the business. And that's what I'm suggesting.

Ben Stroller: Okay. Along that same vein -- Thanks for that clarification. That was pretty scare have

**Charles Morgan:** Listen if I thought it was going down to \$4, I'd probably jump out the window up here.

Ben Stroller: Right. And furthermore, in terms of if you do lose the proxy contest, will you step down and aside and let Jeff put his plan in place or will you actively fight it?

## Charles Morgan: What plan is that?

 $\label{eq:Ben Stroller: Well - [Laughter] I think you referred to it before. That 8-point bullets on the Website Well - [Laughter] I think you referred to it before. That 8-point bullets on the Website Well - [Laughter] I think you referred to it before. That 8-point bullets on the Website Well - [Laughter] I think you referred to it before. That 8-point bullets on the Website Well - [Laughter] I think you referred to it before. That 8-point bullets on the Website Well - [Laughter] I think you referred to it before. That 8-point bullets on the Website Well - [Laughter] I think you referred to it before. That 8-point bullets on the Website Well - [Laughter] I think you referred to it before. The second is the second is$ 

Charles Morgan:
You know, I just don't know how he's going to consolidate data centers and start offshoring workforce. That's what I'm saying, that's a disruption and the risk of - You know, I've had actually had that they'd and the other day as we talked a little bit about this. You know, several account teams says there's no way we can, you know, offshore our, you negotiating technical support staff, not only under the contract, but one client, we have to have every associate whose working on that account clear. Their weekly work has to be - They have to know every personic works on, you know, which works on, you know, this client's processes in a week, and we can only use clear associates and we're not allowed to, you know, take any of their data to any other locations without their permission. And it would make it very difficult for us to have, you negotiation some of these and actually of these jobs taken offshore so just saying, it's an impractical, you know, concept and the data center consolidation, clearly it doesn't any money at all.

FIGURE OUT OUT OF THE WAY DAVE SAID CONSOLIDATION, I didn't say that in my comment but which looked at all the data centers consolidation beyond what we've done would be a net of diluted transactions.

Okay. As a shareholders, I've not had the opportunity to speak to you before this call or a venue to. When I looked to vote my proxy, is it fair to say that if I vote for ValueArd that you will step down and move aside? Which is something I haven't made my mind up whether it's good or bad but ask that what happens if Jeff Ubber's board nominees get put on the board?

## Charles Morgan:

unknow, my understanding is he wants me to leave the business. So that's what his stated goal has been. I'm still a big shareholders. The concept of se walking out of this business the day after proxy vote if we lose I don't think would be in the best interest of the company.

Ben Stroller:
Right. So it is feasible we would have Jeff and yourself still on the Board or they can make room for you on the board if we vote him on to the board.

Charles Morgan: We can go to war in the boardroom

## Ben Stroller: And the last but not least and, you know, some poor analyst spent countless nights putting that tangled web they have on their Webs

 $\label{lem:charles Morgan: Properties Morgan: Properties Morgan Morgan$ 

Ben Stroller:

Right. I mean it is fairly damning for a shareholders who doesn't have the resources to go through and validate those. Will you have — Will you give us or can you address those webs and untangle it will web for us at some point before the proxy?

Charles Morgan:

We've been able — I'm very willing to, you know, sit down and discuss with any shareholders any aspect of of that and that's one of the reasons that we've been here nasking the shareholders to come here and we're going out to see shareholders to give people an opportunity to understand that. I'm not clear what the concept of the tangled web is. Then the fact that I puts all my children in there and — I've been head of this company for 35 years and had a lot of intersections with this business. Neither one of my children work for this company, even. And so I mean, a lot of this stuff is — I'm not even sure what it means.

Ben Stroller: I think it is made to address that, that you almost have a -- That everyone's dipping into the pockets. I don't know if it is true or not because no one has

Charles Morgan:
That's obvious what their trying to indicate. But it is, you know, it is not true. And I'll be glad to answer any questions you have about it. You want okay come down I'll spend days with you if you want to.

Ben Stroller: I'll probably take you up on that. Good luck and we'll talk closer to the date

## Charles Morgan: Look forward night thank you

Frank Cotroneo: Operator we're We're prepared Ford one more question

OPERATOR:
Our last question from . Jerome Land with Milbert Capital.

Jerome Land: Mine have been answered, actually, thank you.

## Charles Morgan All right, Perfect.

Frank Cotroneo: One more question then.

**OPERATOR:** That's actually all the questions we have in the queue at this time.

## Charles Morgan:

Frank Cotroneo:

Thank you everyone for joining us, we look forward to seeing you at our investor day on August 16th at the Grand Hyatt hotel in New York City. It beeins around noon. Operator, thank you very much.

OPERATOR:
Ladies and gentlemen, that concludes our conference call today and we thank you for your participation, have a gate day. You may now disconnect. [
Whereupon this conference call was concluded at 6:48 Eastern Standard Time ]

In connection with its 2006 annual meeting of stockholders, Acxiom Corporation will file a notice of annual meeting and proxy statement with the Securities and Exchange Commission ("SEC"). STOCKHOLDERS OF ACXIOM ARE URGED TO READ THE NOTICE OF ANNUAL MEETING AND PROXY STATEMENT AND ANY OTHER RELEVANT DOCUMENTS FILED WITH THE SEC WHEN THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION. Investors and stockholders can obtain free copies of the notice of annual meeting and proxy statement and other documents when they become available by contacting investor relations at investor.relations@acxiom.com, or by mail at Acxiom Corporation Investor Relations, 1 Information Way, Little Rock, Arkansas, 72202, or by telephone at 1-501-342-3545. In addition, documents filed with the SEC by Acxiom are available free of charge at the SEC's website at www.sec.gov.

Acxiom Corporation and its directors and executive officers may be deemed to be participants in the solicitation of proxies from the stockholders of Acxiom in connection with the 2006 annual meeting of stockholders. Information regarding the special interests of these directors and executive officers in the proposed election of directors will be included in Acxiom's notice of annual meeting and proxy statement for its 2006 annual meeting. This document will be available free of charge at the SEC's website at www.sec.gov and from Investor Relations at Acxiom as described above.