

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934

July 20, 1999
DATE OF REPORT (Date of earliest event reported)

ACXIOM CORPORATION
(Exact name of registrant as specified in its charter)

DELAWARE
(State or other
jurisdiction of
incorporation)

0-13163
(Commission
File Number)

71-0581897
(IRS Employer
Identification Number)

1 Information Way
Little Rock, Arkansas 72202
(Address of principal executive offices)
(Zip Code)

(501) 252-1000
(Registrant's telephone number, including area code)

Item 5. Other Events.

On Tuesday, July 20, 1999, the Company announced its financial results for its fiscal quarter ended June 20, 1999.

A copy of the press release is attached hereto as Exhibit 99 and is incorporated herein by reference.

Item 7. Exhibits

99 Press Release dated July 20, 1999, issued by Registrant.

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.

ACXIOM CORPORATION

By: /s/ Catherine L. Hughes

Catherine L. Hughes
Corporate Counsel

Date: July 22, 1999

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Press Release dated July 20, 1999

For more information, contact

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Acxiom Corporation
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Acxiom Corporation
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ACXIOM(R) CORPORATION REPORTS
RECORD RESULTS FOR FIRST QUARTER

LITTLE ROCK, Ark., July 20, 1999 -- Acxiom(R) Corporation (Nasdaq: ACXM) today reported record revenue and earnings for the first quarter ended June 30, 1999.

Consolidated revenues for the first quarter ended June 30, 1999 were \$211,506,000, up 29 percent from revenues of \$164,512,000 for the same quarter a year ago. Net earnings for the quarter were \$15,749,000 (\$.18 diluted earnings per share), an increase of 34 percent compared to net earnings in the previous year's first quarter of \$11,737,000 (\$.14 diluted earnings per share).

Acxiom reported strong revenue growth for the quarter by each of its business segments. The Services segment reported revenues of \$130.1 million for the quarter, up 38 percent over the prior year. The Information Technology Management segment reported revenues of \$45.3 million, up 30 percent over the prior year. The Data Products segment reported revenues of \$47.9 million, up 11 percent over the prior year.

"We delivered another great quarter," said Charles D. Morgan, Chairman and Company Leader. "We enjoyed our 32nd consecutive quarter of achieving record revenue and earnings and each of our business segments contributed solid performance. The Acxiom Data Network(SM) also made great strides in gaining acceptance as the industry standard for integrating consumer and business data."

Morgan noted that in recent weeks Acxiom had announced strategic alliances with three leaders in their respective industries, in addition to growing the number of partners in various stages of adopting the Acxiom Data Network, a leading e-business solution for customers seeking to better manage their customer relationships. "The e-commerce world provides great opportunities to Acxiom, and these alliances are an important element of our strategy," Morgan said. The three major alliances Morgan noted were:

- * Dun & Bradstreet (NYSE: DNB), the global leader in providing business information, and Acxiom announced a strategic alliance that significantly deepens and broadens both companies' marketing information solutions and expands their respective distribution channels.
- * Abacus Direct Corp. (Nasdaq: ABDR) and Acxiom announced a multi-year strategic product development and distribution agreement to capitalize on the information and technology strengths of both companies to create new, more powerful data products.
- * E.piphany, a leader in Web-based analytic applications focused on the customers, and Acxiom announced they would jointly deliver a new generation of global Customer Relationship Management and Enterprise Relationship Management solutions.

During the quarter, Acxiom announced it had agreed to create a joint-venture company with Publishing and Broadcasting Ltd. of Sydney to serve data management needs of companies in Australia and New Zealand. Acxiom also announced the acquisition of Horizon Systems of Stamford, Conn., a leading provider of information solutions and services to pharmaceutical sales organizations. And, Acxiom completed the acquisition of Computer Graphics of Arizona, Inc., a privately held, Phoenix-based enterprise with three decades of experience serving the financial services and credit collections industry.

Among major new customers signed by Acxiom during the quarter were the City of Chicago which signed a five-year, \$40 million contract to provide data center management services and Rodale Inc., a global leader in the publishing of health and active living information, which signed a multi-million dollar, five-year contract for database and data warehousing services.

Acxiom has announced that its Annual Shareholders Meeting will be held at 10:30AM, August 4, 1999, at the DoubleTree Hotel in Little Rock, Arkansas.

About Acxiom Corp.

Acxiom Corporation provides a wide spectrum of data products, data warehousing and data integration services, mailing list services, modeling and analysis, and information technology outsourcing services to major U.S. and international firms. Founded in 1969, Acxiom is headquartered in Little Rock, Arkansas, with operations throughout the United States and in the United Kingdom, Australia, France and Spain. More information is available on www.Acxiom.com.

The discussion in this press release contains forward-looking statements that involve risks and uncertainties, including risks detailed from time to time in the company's SEC reports. Actual results may differ materially from the expectations expressed in forward-looking statements.

Acxiom is a registered trademark of Acxiom RTC, Inc.

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ACXIOM CORPORATION AND SUBSIDIARIES
REVENUES BY SEGMENT
(Unaudited)

	For the Three Months Ended June 30,	
	1999	1998
Services	130,092,000	94,251,000
Data	47,945,000	43,378,000
I. T. Management	45,338,000	34,795,000
Intercompany eliminations	(11,869,000)	(7,912,000)
Total Revenue	<u>211,506,000</u>	<u>164,512,000</u>

ACXIOM CORPORATION AND SUBSIDIARIES
CONSOLIDATED STATEMENTS OF EARNINGS
(Unaudited)

	For the Three Months Ended June 30,	
	----- 1999 -----	----- 1998 -----
Revenue	211,506,000	164,512,000
Operating costs and expenses:		
Salaries and benefits	83,709,000	63,717,000
Computer, communications and other equipment	34,174,000	24,956,000
Data costs	25,116,000	26,407,000
Other operating costs and expenses	38,261,000	29,111,000
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Total operating costs and expenses	181,260,000	144,191,000
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Income from operations	30,246,000	20,321,000
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Other income (expense):		
Interest expense	(5,819,000)	(4,076,000)
Other, net	769,000	2,514,000
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	(5,050,000)	(1,562,000)
	-----	-----
Earnings before income taxes	25,196,000	18,759,000
Income taxes	9,447,000	7,022,000
	-----	-----
Net earnings	15,749,000	11,737,000
	=====	=====
Earnings per share:		
Basic	0.19	0.16
	=====	=====
Diluted	0.18	0.14
	=====	=====
Selected Financial Data:		
EBITDA	49,281,000	37,789,000
Capital Expenditures	35,645,000	17,441,000
Depreciation and Amortization	18,266,000	14,954,000
Stockholders' Equity	414,711,000	324,242,000
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