
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): October 1, 2007

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
(I.R.S. Employer
Identification No.)

1 Information Way, P.O. Box 8180
Little Rock, Arkansas 72203-8180
(Address of principal executive offices, including 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):

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

Item 5.02. Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers; Compensatory Arrangements of Certain Officers.

On October 1, 2007, Charles Morgan, the Company Leader of Acxiom Corporation (the “Company”) announced that he will retire as Company Leader upon the selection of a successor. In addition, the board of directors of the Company announced that a search committee comprised of Halsey Wise, Mack McLarty, Ann Die Hasselmo and Charles Morgan has been formed to conduct a search for a successor company leader.

Item 9.01. Financial Statements and Exhibits.

The information contained in Exhibit 99.1 shall not be deemed to be “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, nor shall it be deemed incorporated by reference into any filing under the Securities Act of 1933, as amended or the Securities Exchange Act of 1934, as amended.

(d) Exhibits.

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release, dated October 1, 2007, issued by Acxiom Corporation.

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

Date: October 1, 2007

By: /s/ Jerry C. Jones

Name: Jerry C. Jones

Title: Business Development/Legal Leader

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release, dated October 1, 2007, issued by Acxiom Corporation.

For more information, contact:
Katharine Raymond
Investor Relations Coordinator
Acxiom Corporation
(501) 342-1321
EACXM

**Acxiom® Company Leader Announces Search for Successor;
Will Continue to Serve Until Selection Completed**

LITTLE ROCK, Ark. – October 1, 2007 – Charles Morgan, Acxiom® Chairman and Company Leader, announced today that he will retire as Company Leader upon the selection of a successor.

Mr. Morgan said, “For 35 years I have had the privilege of leading Acxiom as we have created value for our shareholders, clients and associates. I had been considering stepping down as the leader of Acxiom and thought the completion of our going-private transaction would be the natural time to begin an orderly transition. As Acxiom will now remain public it is the right time for a change. While I had been planning to retire from Acxiom, I have agreed to stay as Company Leader during this interim period.”

The board announced that a search committee comprised of Halsey Wise, Mack McLarty, Ann Die Hasselmo and Morgan has been formed and a search will begin. The search will include both internal and external candidates.

William T. Dillard, II, Lead Director said, “Charles Morgan is an outstanding leader. The Board is pleased that he will continue to lead the company as we search for his successor. We are all very appreciative of his enormous contributions to the success of the Acxiom. We are working toward an ongoing role for Charles, recognizing that much of the success of the Company is attributable to his leadership, technological vision and his direct relationship with many of the clients of the company. His contributions to the entire industry over the last three decades have been recognized by the recent announcement of his induction to the Direct Marketing Association’s Hall of Fame for 2007.”

About Acxiom Corporation

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, Ark., with locations throughout the United States and Europe, and in Australia, China, and Canada. For more information, visit www.acxiom.com.

Acxiom is a registered trademark of Acxiom Corporation.

###