

**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

OMB APPROVAL	
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Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>VA PARTNERS LLC</u> <hr/> (Last) (First) (Middle) <u>435 PACIFIC AVENUE</u> <u>FOURTH FLOOR</u> <hr/> (Street) <u>SAN FRANCISCO CA 94133</u> <hr/> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>04/26/2005</u>	3. Issuer Name and Ticker or Trading Symbol <u>ACXIOM CORP [ ACXM ]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) _____ Other (specify below) _____	5. If Amendment, Date of Original Filed (Month/Day/Year) <hr/> 6. Individual or Joint/Group Filing (Check Applicable Line) Form filed by One Reporting Person <input checked="" type="checkbox"/> Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock, par value \$0.10 per share	9,562,526	I	See footnote <sup>(1)(2)</sup>

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

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			

1. Name and Address of Reporting Person\*  
VA PARTNERS LLC  


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 (Last) (First) (Middle)  
435 PACIFIC AVENUE  
FOURTH FLOOR  


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 (Street)  
SAN FRANCISCO CA 94133  


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 (City) (State) (Zip)

1. Name and Address of Reporting Person\*  
UBBEN JEFFREY W  


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 (Last) (First) (Middle)  
435 PACIFIC AVENUE, FOURTH FLOOR  


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 (Street)  
SAN FRANCISCO CA 94133  


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 (City) (State) (Zip)

1. Name and Address of Reporting Person\*  
KAMIN PETER H  


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 (Last) (First) (Middle)  
TWO INTERNATIONAL PLACE, 25TH FLOOR  


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 (Street)  
BOSTON MA 02110  


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 (City) (State) (Zip)

(City)

(State)

(Zip)

**Explanation of Responses:**

1. As General Partner of ValueAct Capital Master Fund, L.P. and ValueAct Capital Partners Co-Investors, L.P.
2. The reported stock is owned directly by ValueAct Capital Master Fund, L.P. and ValueAct Capital Partners Co-Investors, L.P. and indirectly by VA Partners, L.L.C. as General Partner of ValueAct Capital Master Fund, L.P. and ValueAct Capital Partners Co-Investors, L.P. Jeffrey W. Ubben, George F. Hamel, Jr., and Peter H. Kamin are Managing Members of VA Partners, L.L.C. the General Partner. The reporting persons disclaim beneficial ownership of the reported stock except to the extent of their pecuniary interest therein.

**Remarks:**

Joint Filer Information Name: ValueAct Capital Master Fund, L.P. Address: 435 Pacific Avenue, 4th Floor, San Francisco, CA 94133 Designated Filer: VA Partners, L.L.C. Issuer and Ticker Symbol: Acxiom Corporation (ACXM) Date of Event Requiring Statement: April 26, 2005 Name: ValueAct Capital Partners Co-Investors, L.P. Address: 435 Pacific Avenue, 4th Floor, San Francisco, CA 94133 Designated Filer: VA Partners, L.L.C. Issuer and Ticker Symbol: Acxiom Corporation (ACXM) Date of Event Requiring Statement: April 26, 2005 Name: Jeffrey W. Ubben Address: 435 Pacific Avenue, 4th Floor, San Francisco, CA 94133 Designated Filer: VA Partners, L.L.C. Issuer and Ticker Symbol: Acxiom Corporation (ACXM) Date of Event Requiring Statement: April 26, 2005 Name: George F. Hamel, Jr. Address: 435 Pacific Avenue, 4th Floor, San Francisco, CA 94133 Designated Filer: VA Partners, L.L.C. Issuer and Ticker Symbol: Acxiom Corporation (ACXM) Date of Event Requiring Statement: April 26, 2005 Name: Peter H. Kamin Address: Two International Place, 25th Floor, Boston, MA 02110 Designated Filer: VA Partners, L.L.C. Issuer and Ticker Symbol: Acxiom Corporation (ACXM) Date of Event Requiring Statement: April 26, 2005

VALUEACT CAPITAL  
MASTER FUND, L.P., BY VA  
PARTNERS, L.L.C., ITS  
GENERAL PARTNER By: /s/ 04/29/2005  
George F. Hamel, Jr. Managing  
Member

VALUEACT CAPITAL  
PARTNERS CO-INVESTORS,  
L.P., BY VA PARTNERS,  
L.L.C., ITS GENERAL  
PARTNER By: /s/ George F.  
Hamel, Jr. Managing Member  
VA PARTNERS, L.L.C. By: /s/  
George F. Hamel, Jr. Managing 04/29/2005  
Member

By: /s/ Jeffrey W. Ubben 04/29/2005  
By: /s/ George F. Hamel, Jr. 04/29/2005  
By: /s/ Peter H. Kamin 04/29/2005

\*\* Signature of Reporting Person      Date

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

\* If the form is filed by more than one reporting person, see Instruction 5 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.**