

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

April 8, 2003
Date of Report (Date of earliest event reported)

ACXIOM CORPORATION
(Exact Name of Registrant as Specified in Charter)

Delaware (State or Other Jurisdiction of Incorporation)	0-13163 (Commission File Number)	71-0581897 (IRS Employer Identification No.)
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1 Information Way, P.O. Box 8180, Little Rock, Arkansas (Address of Principal Executive Offices)	72203-8180 (Zip Code)
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Registrant's telephone number, including area code: 501-342-1000

ITEM 7. FINANCIAL STATEMENTS, PRO FORMA FINANCIAL INFORMATION AND EXHIBITS.

(c) Exhibits

99.1 Press Release dated April 8, 2003

ITEM 9. REGULATION FD DISCLOSURE.

See Item 12. Results of Operations and Financial Condition.

ITEM 12. RESULTS OF OPERATIONS AND FINANCIAL CONDITION.

On April 8, 2003, Acxiom Corporation (the "Company") issued a press release announcing that it anticipates that revenue and earnings for the fourth quarter of fiscal 2003 ended March 31, 2002 will be below the Company's previously stated expectations. The press release is furnished herewith as Exhibit 99.1 and incorporated by reference herein.

The Company's press release and other communications from time to time include certain non-GAAP financial measures. A "non-GAAP financial measure" 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 utilizes a measure of earnings per share before giving effect to certain write-offs that were taken during the period.

The Company's management believes that the presentation of earnings per share (before write-offs) provides useful information regarding the Company's financial performance and earnings potential by calculating and quantifying the effect of certain write-offs on earnings per share calculated in accordance with GAAP and gives investors insight into the profitability of the Company's operating business. Management also believes that the presentation of the non-GAAP financial measure is consistent with its past practice, as well as industry practice in general, and will enable investors and analysts to compare current non-GAAP measures with non-GAAP measures presented in prior periods.

The non-GAAP financial measure 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 prepared in accordance with GAAP.

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: April 8, 2003

ACXIOM CORPORATION

By: /s/ Jerry C. Jones

Name: Jerry C. Jones

Title: Business Development/Legal Leader

EXHIBIT INDEX

Exhibit Number	Description
99.1	Press Release of the Company dated April 8, 2003.

For more information, contact:
Robert S. Bloom
Financial Relations Leader
Acxiom Corporation
(501) 342-1321

Acxiom® Expects Fourth-Quarter Revenue, Earnings Shortfall

LITTLE ROCK, Ark-- April 8, 2003-- Acxiom® Corporation (Nasdaq: ACXM) announced today that it anticipates that revenue and earnings for the fourth quarter of fiscal 2003 ended March 31, 2003 will be below the Company's previously stated expectations. Acxiom will hold a conference call at 8:00 a.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. Additional detailed financial information will be issued in the quarterly earnings news release on May 14, 2003 as previously scheduled.

Acxiom expects that fourth-quarter revenues will be approximately \$238 million, compared to \$225 million in revenue in the fourth quarter of last year. Earnings per share is expected to be a loss of approximately \$.22 to \$.26. The Company expects to record non-cash write-offs in the range of \$35 million to \$40 million, or approximately \$.25 to \$.29 per share, related to impaired investments, software inventory and actions associated with certain unprofitable operations. Excluding these write-offs earnings per share would have been approximately \$.03.

"Coming off a strong December and excellent third-quarter performance, we were optimistic that our business would continue to gain momentum through the fourth quarter," Company Leader Charles D. Morgan said. "However, the war in Iraq and the continued deterioration of the U.S. economy caused a sharp drop-off in data sales as well as project-based and volume-based revenue in the quarter. While our fundamental value proposition remains outstanding and new contract signings were strong, we have seen more clients delay programs and projects and remain very conservative in all areas of discretionary corporate spending."

Morgan added, "It is important to note that our cash flows have remained strong and exceeded our prior guidance. This strong cash flow performance has allowed us to continue to reduce debt and buy back Acxiom stock."

Morgan also announced that the Company in the quarter entered into new contracts that are expected to deliver \$25 million in annual revenue and renewals expected to generate \$103 million in annual revenue.

Outlook

The financial projections stated today are based on the Company's current expectations. These projections are forward looking, and actual results may differ materially. These projections do not include the potential impact of any mergers, acquisitions, divestitures or other business combinations that may be completed in the future.

The forecast is based on the assumption that the general economic environment will not substantially change during the first quarter of the 2004 fiscal year ending June 30, 2003, during which the company expects to generate revenue of \$235 million to \$240 million and earnings in the range of \$.05 to \$.10 per share. The Company expects to update its full fiscal-year 2004 estimates in its May 14, 2003 earnings release. At this time the Company expects a reduction of 10 percent or less in its prior fiscal 2004 earnings estimates and a reduction of 5 percent or less in its revenue projections.

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 in the United Kingdom, France and Australia.

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 include but are not necessarily limited to the following: 1) that the business pipeline and that our current cost structure will allow the Company to continue to meet or exceed expectations; 2) that the

final results of the company for the quarter and fiscal year ended March 31, 2003 will be within the indicated ranges, 3) that the future results of the company will be within the indicated ranges and 4) that the general economic environment will not significantly change between the present time and June 30, 2003. The following are important factors, among others, that could cause actual results to differ materially from these forward-looking statements: The possibility that certain contracts may not be closed or closed within the anticipated time frames; the possibility that certain contracts may not generate the anticipated revenue or profitability; the possibility that economic or other conditions might lead to a reduction in demand for the Company's products and services; the possibility that the current economic slowdown may worsen and/or persist for an unpredictable period of time; the possibility that economic conditions will not improve as rapidly as expected; the possibility that significant customers may experience extreme, severe economic difficulty; the possibility that the fair value of certain assets of the company 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 continued ability to attract and retain qualified technical and leadership associates and the possible loss of associates to other organizations; the ability to properly motivate the sales force and other associates of the Company; the ability to achieve cost

reductions and avoid unanticipated costs; the continued availability of credit upon satisfactory terms and conditions; the introduction of competent, competitive products, technologies or services by other companies; changes in consumer or business information industries and markets; the Company's ability to protect proprietary information and technology or to obtain necessary licenses on commercially reasonable terms; the difficulties encountered when entering new markets or industries; changes in the legislative, accounting, regulatory and consumer environments affecting the Company's business including but not limited to litigation, legislation, regulations and customs relating to the Company's ability to collect, manage, aggregate and use data; data suppliers might withdraw data from the Company, leading to the Company's inability to provide certain products and services; short-term contracts affect the predictability of the Company's revenues; the possibility that the amount of ad hoc project work will not be as expected; the potential loss of data center capacity or interruption of telecommunication links or power sources; postal rate increases that could lead to reduced volumes of business; customers that may cancel or modify their agreements with the Company; the potential disruption of the services of the United States Postal Service, their global counterparts and other delivery systems; the successful integration of any acquired businesses; and other competitive factors. With respect to the providing of products or services outside the Company's primary base of operations in the U.S., all of the above factors and the difficulty of doing business in numerous sovereign jurisdictions due to differences in culture, laws and regulations. Other factors are detailed from time to time in the Company's periodic reports and registration statements filed with the United States Securities and Exchange Commission. Acxiom believes that it has 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. Acxiom undertakes no obligation to update the information contained in this press release or any other forward-looking statement.

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