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DIETZ CHARLES A Form 144 January 25, 2005

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# UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

### **FORM 144**

NOTICE OF PROPOSED SALE OF SECURITIES PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

ATTENTION: Transmit for filing 3 copies of this form concurrently with either placing an order with a broker to execute sale or executing a sale directly with a market maker.

1(a) NAME OF ISSUER(Please type	(b) IRS IDEN	(b) IRS IDENT. NO. (c) S.E.C. FILE NO.		LE NO.					
Acxiom Corporation		71-05	81897	0-13	3163				
1(d) ADDRESS OF ISSUER ST	REET CITY	STATE	ZIP COI	DE		(e) TELEPHONE NO.			
1 Information Way Litt	AR	72202			AREA CODE	NUMBER			
						(501)	342-1000		
2(a) NAME OF PERSON FOR WHOSE ACCOUNT THE SECURITIES ARE TO BE SOLD	(b) IRS IDENT. I	NO.	(c) RELATION (C) R	ONSHIP TO	(d) ADDRES	d) ADDRESS STREET CITY STATE ZIP COD			
Charles A. Dietz			Products / Technology	y Leader	1 Information Way Little Rock, AR 72202				

INSTRUCTION: The person filing this notice should contact the issuer to obtain the I.R.S. Identification Number and the S.E.C. File Number.

3(a)	(b)	SEC USE ONLY	(c)	(d)	(e)	(f)	(g)
Title of the Class of Securities To Be Sold	Name and Address of Each Broker Through Whom the Securities are to be Offered or Each Market Maker who is Acquiring the Securities	Broker-Dealer File Number	Number of Shares or Other Units To Be	Aggregate Market Value (See instr. 3(d))	Number of Shares or Other Units Outstanding (See instr.	Approximate Date of Sale (See instr. 3(f)) (MO. DAY YR.)	Name of Each Securities Exchange (See instr. 3(g))

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		Sold (See instr. 3(c))		3(e))		
Common Stock, \$.10 par value	Stephens Inc. 111 Center Street Little Rock, AR 72201	1,544	\$34,354	86,225,741	1/25/05	NASDAQ

#### **INSTRUCTIONS:**

- 1. (a) Name of Issuer
  - (b) Issuer's I.R.S. Identification Number
  - (c) Issuer's SEC file number, if any
  - (d) Issuer's address, including zip code
  - (e) Issuer's telephone number, including area code
- 2. (a) Name of person for whose account the securities are to be sold
- (b) Such person's I.R.S. identification number, if such person is an entity
- (c) Such person's relationship to the Issuer(e.g., officer, director, 10% stockholder or member of immediate family of any of the foregoing)
  - (d) Such person's address, including zip code

- 3. (a) Title of the class of securities to be sold
- (b) Name and address of each broker through whom the securities are intended to be sold
- (c) Number of shares or other units to be sold (if debt securities, give the aggregate face amount)
- (d) Aggregate market value of the securities to be sold as of a specified date within 10 days prior to filing of this notice
- (e) Number of shares or other units of the class outstanding, or if debt securities the face amount thereof outstanding, as shown by the most recent report or statement published by the issuer
  - (f) Approximate date on which the securities will be sold
- (g) Name of each securities exchange, if any, on which the securities are intended to be sold

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

#### TABLE I - SECURITIES TO BE SOLD

Furnish the following information with respect to the acquisition of securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

Title of the Class	Date you Acquired		Nature of Acquisition Transaction	Name of Per Whom Ad (If gift, also donor acq	equired give date	Amount of Securities Acquired	Date of Payment	Nature of Payment
Common Stock, \$.10 par value	1,	/24/05	Stock option exercise	Morgan Holding Company		1,544	1/24/05	Cash
INSTRUCTIONS:		not made in cas in a note theret consideration c payment was n	cies were purchased and full payme sh at the time of purchase, explain i o the nature of the consideration gi consisted of any note or other obliga- nade in installments describe the an note or other obligation was discha- nent paid.	n the table or ven. If the ation, or if rangement and	the person short positi referred to	two years after the for whose account ons, put or other in paragraph (d)(in with respect the	t they are to be soption to dispose 3) of Rule 144, fu	old had any of securities

### TABLE II - SECURITIES SOLD DURING THE PAST 3 MONTHS

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
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REMAR	RKS:										
INSTRU	JCTIONS:			ATTENTION:							
See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.			The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed.								
	January 25, 2005					/ Catherine L. Hugh y-in-Fact for Charles					
	Date of	Notice					Signature				

This notice shall be signed by the person for whose account the securities are to be sold. At least one copy of the notice shall be mutually signed. Any copies not manually signed shall bear typed or printed signatures.

ATTENTION: Intentional misstatements or omissions of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)