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Acxiom Company Leader Adopts 10b5-1 Trading Plan

LITTLE ROCK, Ark. — April 14, 2004 —Acxiom[®] Corporation (Nasdaq: ACXM) today announced that its Company Leader, Charles adopted a pre-arranged stock trading plan to sell a portion of his company stock over a 14-month period to retire personal debt. The plan was adopted in accordance with the guidelines specified under Rule 10b5-1 of the Securities and Exchange Act of 1934.

Under the plan, Mr. Morgan may sell up to 800,000 shares of company stock between April 2004 and June 2005, amounting to 18% million shares and 667,000 stock options he currently holds. The plan calls for monthly sales spread over three days each month.

Rule 10b5-1 permits the adoption of written, pre-arranged trading plans by insiders at times when they do not have material, non-public information. 10b5-1 plans minimize the market effects of stock sales by spreading sales out over an extended period of time rather than selling large blocks during the limited trading windows following the release of financial information. In addition, the rule avoids concerns about insider trading while an insider may be aware of material non-public information. Once a plan is established, the insider retains no discretion over sales and the pre-planned trades can be executed through a broker at later dates without regard to any subsequent material non-public information the insider may receive.

All of Mr. Morgan's trades will be publicly reported on Forms 144 and Forms 4 filed with the Securities and Exchange Commission.

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 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 Europe, and in Australia and Japan.

Acxiom is a registered trademark of Acxiom Corporation.

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