ZAFFARONI KEVIN R Form 144 June 01, 2004

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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	NT. NO. (c) S.E.C. FILE NO.							
Acxiom Corporation		71-05	81897	0-13	5163				
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	ONSHIP TO	(d) ADDRESS STREET CITY STATE ZIP COL				
Kevin R. Zaffaroni			European Organizati	on 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	ETrade	5,175	\$125,804	85,999,474	6/1/04	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		(383)		equired Amount of give date Securities		Date of Payment	Nature of Payment
Common 6/1/04 Stock, \$.10 par value		/1/04	Stock option exercise	Acxiom Corporation		5,175	6/1/04	Cash
INSTRUCTIONS:		was not made table or in a no If the consider or if payment arrangement a	ties were purchased and full payme in cash at the time of purchase, exp to the thereto the nature of the consideration consisted of any note or othe was made in installments describe and state when the note or other oblefull or the last installment paid.	plain in the eration given. r obligation, the	person for positions, p	two years after the whose account the out or other option raph (d)(3) of Rulet thereto.	ey are to be sold he to dispose of sec	nad any short curities referred

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.							
	June 1, 2004						Catherine L. Hughes in-Fact for Kevin R.	<i>*</i>			
_	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)