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ACXIOM CORP Form 424B3 September 16, 2002

PROSPECTUS SUPPLEMENT NO. 3 (To Prospectus dated July 26, 2002)

Filed Pursuant to

\$175,000,000

ACXIOM CORPORATION

3.75% Convertible Subordinated Notes due 2009 and 9,589,042 Shares of Common Stock Issuable upon Conversion of the Notes

This prospectus supplement supplements the prospectus dated July 26, 2002, as amended or of Acxiom Corporation relating to the sale from time to time by certain of our security holders (transferors, donees, pledges or successors) of up to \$175,000,000 aggregate principal amount at m 3.75% Convertible Subordinated Notes due 2009 and the shares of common stock issuable upon convernotes. You should read this prospectus supplement in conjunction with the prospectus, and this p supplement is qualified by reference to the prospectus, except to the extent that the information prospectus supplement supersedes the information contained in the prospectus.

Investing in the notes or the common stock into which the notes are convertible involves "Risk Factors" beginning on page 4 of the accompanying prospectus.

Neither the Securities and Exchange Commission nor any state securities commission has a disapproved the securities nor have any of the foregoing authorities passed upon or endorsed the offering or the accuracy or adequacy of this prospectus. Any representation to the contrary is a offense.

The table of selling security holders contained in the prospectus is hereby amended to a concerning the entity that is named below as a selling security holder:

Name of Selling Security Holder

Principal Amount of Notes Co Beneficially Owned and Offered

Delta Air Lines Master Trust (c/o Oaktree Capital 435,000

Management, LLC)

To our knowledge, the selling security holder listed in the table as amended above does within the past three years has not had, any material relationship with us or our affiliates.

The date of this prospectus supplement is September 16, 2002.