

ACXIOM CORP  
Form SC TO-I/A  
August 31, 2006

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# SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

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## Schedule TO

### Amendment No. 4

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*Tender Offer Statement under Section*

*14(d)(1) or 13(e)(1) of the Securities Exchange Act of 1934*

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## ACXIOM CORPORATION

(Name of Issuer)

## ACXIOM CORPORATION

(Name of Filing Person (Identifying Status as Offeror, Issuer or Other Person))

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Common Stock, \$0.10 Par Value

(Title of Class of Securities)

005125109

(CUSIP Number of Class of Securities)

Jerry C. Jones

Axiom Corporation

1 Information Way,

P.O. Box 8180

Little Rock, Arkansas 72203-8180

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Telephone (501) 342-1000

(Name, Address and Telephone Number of Person Authorized to Receive Notices and Communications on Behalf of Filing Persons)

Copies to:

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CALCULATION OF FILING FEE

Table with 2 columns: Transaction Valuation\* and Amount of Filing Fee\*\*. Row 1: \$300,000,000 and \$ 32,100

\* Calculated solely for the purpose of determining the amount of the filing fee. This amount is based upon the purchase of 11,111,111 outstanding shares of Common Stock at the maximum tender offer price of \$27.00 per share.
\*\* Previously paid.

.. Check the box if any part of the fee is offset as provided by Rule 0-11(a)(2) and identify the filing with which the offsetting fee was previously paid. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

Amount Previously Paid: Not applicable.
Form or Registration No.: Not applicable.

Filing Party: Not applicable.
Date Filed: Not applicable.

.. Check the box if the filing relates solely to preliminary communications made before the commencement of a tender offer. Check the appropriate boxes below to designate any transactions to which the statement relates:

- .. third-party tender offer subject to Rule 14d-1
x issuer tender offer subject to Rule 13e-4
.. going-private transaction subject to Rule 13e-3
.. amendment to Schedule 13D under Rule 13d-2

Check the following box if the filing is a final amendment reporting the results of the tender offer: ..



**SCHEDULE TO**

This Amendment No. 4 to Schedule TO amends and supplements the Tender Offer Statement on Schedule TO originally filed with the Securities and Exchange Commission on August 7, 2006 ( Schedule TO ) by Acxiom Corporation, a Delaware corporation (the Company ), as amended by Amendment No. 1 filed on August 7, 2006, by Amendment No. 2 filed on August 9, 2006 and by Amendment No. 3 filed on August 22, 2006, relating to the offer by the Company to purchase for cash up to 11,111,111 shares of its Common Stock, par value \$0.10 per share (the Shares ), including the associated stock purchase rights, at a price not greater than \$27.00 nor less than \$25.00 per share, in cash, without interest, upon the terms and subject to the conditions set forth in the Offer to Purchase, dated August 7, 2006, as amended (the Offer to Purchase ) and the accompanying Letter of Transmittal, which together, as they may be amended and supplemented from time to time, constitute the Offer.

All information in the Offer to Purchase, which was previously filed with the Schedule TO as Exhibit (a)(1)(i), Exhibit (a)(1)(i)(A) and Exhibit (a)(1)(i)(B) to the Schedule TO, as amended, is hereby expressly incorporated in this Amendment No. 4 by reference in response to all of the applicable items in Schedule TO, except that such information is hereby amended and supplemented to the extent provided herein.

**Items 1 Through 11**

On August 31, 2006 the Company issued a press release quantifying the expected cumulative financial impact of several items, previously announced publicly, that are expected to reduce the midpoint of the Company s original fiscal year 2007 Financial Road Map earnings target by approximately six to seven cents per fully diluted share. The items clarified by the Company included the effect of the issuance of a greater-than-previously expected number of shares pursuant to exercise of stock options; additional proxy contest expenses associated with the now-terminated proxy fight with a large shareholder; the effect of the expected repurchase of up to \$300 million of its shares through the Dutch Auction self tender offer transaction now pending; additional interest expense relating to expected incremental additional borrowings under new credit facilities relating to the self tender offer and for other corporate purposes; and an adjustment in the expected effective tax rate for the current fiscal year. Reference is made to Exhibit (a)(5)(vi) to this Schedule TO for the full text of the press release.

**Item 12. Exhibits.**

(a)(5)(vi) Press Release of the Company dated August 31, 2006.

**SIGNATURE**

After due inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

ACXIOM CORPORATION

By: /s/ Jerry C. Jones  
Name: Jerry C. Jones  
Title: Business Development/Legal Leader  
and Assistant Secretary

Dated: August 31, 2006

**EXHIBIT INDEX**

- (a)(1)(i)\* Offer to Purchase dated August 7, 2006, as amended.
- (a)(1)(i)(A)\*\* Amendment dated August 7, 2006 to the Offer to Purchase.
- (a)(1)(i)(B) Offer to Purchase as amended August 22, 2006.
- (a)(1)(ii)\* Letter of Transmittal (including Guidelines for Certification of Taxpayer Identification Number on Substitute Form W-9).
- (a)(1)(iii)\* Notice of Guaranteed Delivery.
- (a)(1)(iv)\* Letter to Clients for use by Brokers, Dealers, Commercial Banks, Trust Companies and Other Nominees dated August 7, 2006.
- (a)(1)(v)\* Letter to Brokers, Dealers, Commercial Banks, Trust Companies and Other Nominees dated August 7, 2006.
- (a)(1)(vi)\* Letter to Stockholders dated August 7, 2006 from Charles D. Morgan, Chairman of the Board and Company Leader of Acxiom Corporation.
- (a)(1)(vii)\* Letter from Acxiom Corporation Retirement Savings Plan Administrator and Notice to all Participants in the Acxiom Corporation Retirement Savings Plan dated August 7, 2006.
- (a)(1)(vii)(A)\*\* Amendment dated August 9, 2006 to Letter from Acxiom Corporation Retirement Savings Plan Administrator and Notice to all Participants in the Acxiom Corporation Retirement Savings Plan dated August 7, 2006.
- (a)(1)(viii)\* Letter from Acxiom Corporation Retirement Savings Plan Administrator to Participants in the Retirement Savings Plan who are subject to Section 16 of the Securities and Exchange Act of 1934, as amended, dated August 7, 2006.
- (a)(1)(ix)\* Notice to Participants in the 2005 Stock Purchase Plan of Acxiom Corporation from the Agent for the 2005 Stock Purchase Plan of Acxiom Corporation dated August 7, 2006.
- (a)(1)(x)\* Notice to Holders of Vested Stock Options dated August 7, 2006.
- (a)(2) None.
- (a)(3) Not applicable.
- (a)(4) Not applicable.
- (a)(5)(i)\* Form of summary advertisement dated August 7, 2006.
- (a)(5)(ii)\* Acxiom Stock Tender Offer Questions and Answers.
- (a)(5)(iii)\*\* Transcript of Internal Conference Call with Organization Leadership on August 7, 2006.
- (a)(5)(iv)\*\* Text of Email Correspondence from Charles D. Morgan to Acxiom associates worldwide, on August 7, 2006.
- (a)(5)(v)\*\* Script of Press Conference Comments by Charles D. Morgan on August 7, 2006.
- (a)(5)(vi) Press Release of the Company dated August 31, 2006.
- (b)(i)\* Senior Secured Credit Facility Commitment Letter dated August 6, 2006 between J.P. Morgan Securities Inc., JPMorgan Chase Bank, National Association and Acxiom Corporation.
- (b)(ii)\* Summary of the Terms and Conditions Proposed Acxiom Corporation \$800,000,000 Multi-Currency Revolving Credit and Term Loan Facilities.
- (d)(1) Rights Agreement dated January 28, 1998 between Acxiom Corporation and First Chicago Trust Company, as Rights Agent, including the forms of Rights Certificate and of Election to Exercise, included in Exhibit A to the Rights Agreement and the form of Certificate of Designation and Terms of Participating Preferred Stock of Acxiom Corporation, included in Exhibit B to the Rights Agreement (previously filed as Exhibit 4.1 to Acxiom Corporation's Current Report on Form 8-K dated February 10, 1998, Commission File No. 0-13163, and incorporated herein by reference).
- (d)(2)\* Agreement dated as of August 5, 2006 by and among Acxiom Corporation and VA Partners, LLC, ValueAct Capital Master Fund, L.P., ValueAct Capital Management, L.P., and ValueAct Capital Management, LLC.

(g) Not Applicable

(h) Not Applicable

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- \* Previously filed with Schedule TO on August 7, 2006.
- \*\* Previously filed with Amendment No. 1 to Schedule TO on August 7, 2006.
- \*\*\* Previously filed with Amendment No. 2 to Schedule TO on August 9, 2006.  
Previously filed with Amendment No. 3 to Schedule TO on August 22, 2006.  
Filed herewith.