

Item 8.01 Other Events.

On November 18, 2013, Acxiom Corporation (the “Company”) announced that its Board of Directors (the “Board”) amended the terms of the Company’s existing share repurchase program (the “Repurchase Program”) which was initially adopted by the Board on August 29, 2011, and subsequently amended on December 5, 2011, May 24, 2012 and February 5, 2013, so as to (i) authorize an additional \$50 million in repurchases, thereby making the total amount authorized for repurchase \$250 million, and (ii) extend the term of the Repurchase Program through November 12, 2014.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: November 18, 2013

ACXIOM CORPORATION

By: /s/ Jerry C. Jones
Name: Jerry C. Jones
Title: Chief Ethics and Legal
Officer & Executive Vice
President
