

601 East Third Street  
Little Rock, AR 72201

info@acxiom.com  
www.acxiom.com



**For more information, contact:**

Suellen Vann  
Public Relations Leader  
Acxiom Corporation  
(501) 252-0263  
GACXM

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**Acxiom Brings Better Predictive Insight to Interactive Ad Targeting with Relevance-X Solutions**

*Marketers can go beyond simplistic targeting with household-level segmentation based on consumer behavior, demographic and life stage characteristics*

**LITTLE ROCK, Ark. and CHICAGO – Oct. 16, 2007** – Media buyers and brand marketers have a new method to deliver online relevant advertising to households that match their target customers and prospects. Acxiom Corporation (NASDAQ: ACXM), a leading customer intelligence and targeted marketing services firm, today unveiled its Relevance-X™ line of solutions for targeted interactive advertising at the DMA 07 Conference & Exhibition.

The Relevance-X suite combines Acxiom's recently acquired online advertising network, EchoTarget, with its proven PersonixX® household-level segmentation system, offering marketers unprecedented insight into consumers' behaviors and interests, as well as rich demographic and psychographic information, while protecting consumers' anonymity.

"With the release of Relevance-X, Acxiom is helping solve the fundamental challenge facing organizations focused on customer-centric marketing," said Rich Howe, Acxiom's chief marketing and strategy officer. "That issue is one of relevancy. We bring our knowledge and experience in direct marketing to the online channels to give clicks context, going far beyond basic information such as age, gender and household income to include the attitudes, beliefs and lifestyles of consumers that are much more predictive."

Relevance-X LifeStage™ taps into Acxiom's extensive consumer data assets and PersonixX, the industry's premier household-level segmentation system, enabling marketers to target prospects with the highest purchase or conversion propensity. Relevance-X gives marketers insight into consumers' unique motivations and interests at a deep enough level to drive highly customized, relevant advertising messages across its online advertising network.

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Acxiom's PersoniX solution places each U.S. household into one of 70 unique clusters and 21 different life stages based on that household's specific consumer and demographic characteristics, including shopping, media, lifestyle and attitudinal information. This segmentation is fueled by data from the world's largest repository of consumer information, InfoBase-X™, which, with today's release, now includes three times the number of data sources and data elements and an emphasis on consumer interests, lifestyles and behavioral information to improve the quality of its predictive models. With InfoBase-X, Acxiom can provide marketers with immediate availability of high-value data, such as life events and intend-to-purchase data.

According to the June 5 Forrester Research report, "Eight Marketing Technologies that Enable Customer Centricity," marketers must embrace technologies that positively impact the customer's experience with the organization. These technologies use analysis to improve message relevance and engage customers on their terms. Relevance-X LifeStage delivers online advertising relevant to consumers, engaging them with messaging specific to their lifestyle and life stage.

Also joining the Relevance-X family is Relevance-X Echo™, a dynamic consumer retargeting solution that enables organizations to identify visitors performing specific dynamic behaviors on its web site and retarget them with relevant messages across the Relevance-X ad network.

#### **About Acxiom Corporation**

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 Integration (CDI) technology, data, database services, IT outsourcing, risk mitigation, consulting and analytics, and privacy leadership. Founded in 1969, Acxiom is headquartered in Little Rock, Ark., with locations throughout the United States and Europe, and in Australia, China, and Canada. For more information, visit [www.acxiom.com](http://www.acxiom.com).

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