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GACXM

Acxiom® and SubscriberWise to Provide Integrated Risk Management Solution to Cable Industry

LITTLE ROCK, Ark. – April 12, 2007 – Little Rock-based Acxiom® Corporation (Nasdaq: ACXM; www.acxiom.com) today announced a partnership with SubscriberWise to offer cable operators a powerful risk management solution, leveraging Acxiom's InsightCollect™ product.

Acxiom InsightCollect will be integrated into SubscriberWise, a real-time account origination and risk mitigation tool for the cable industry. SubscriberWise offers cable companies a complete risk management program that is proven to reduce bad debt and equipment loss while improving profitability.

Acxiom's InsightCollect product will allow cable operators to harness Acxiom's unmatched data resources and analytic capabilities to improve "right party" contact rate and reduce wasted effort on debtors who are not locatable. Acxiom's technology will integrate with SubscriberWise's other offerings, including data from proprietary sources and advanced scoring and analytics.

"Partnering with SubscriberWise is a win-win for everyone – especially cable operators looking to better locate the right party for debt collection," said Ron Fournet, leader of Acxiom's Risk Mitigation Organization. "We'll combine Acxiom's quality data and excellent customer service with SubscriberWise's easy-to-use interface and intimate knowledge of the cable industry."

About Acxiom Corporation

Acxiom Corporation (Nasdaq: ACXM; www.acxiom.com) 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, 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.

About SubscriberWise

SubscriberWise is the leader in risk management solutions for the cable industry. SubscriberWise solutions incorporate a comprehensive approach to risk and decision management across the subscriber life cycle from origination and retention to fraud and debt recovery. Based in Massillon, Ohio, SubscriberWise was founded on the premise that an intelligent understanding of subscriber behavior can significantly reduce an operator's risk exposure without compromising growth and selling opportunities. SubscriberWise Risk Management Solutions incorporate proprietary data sources with powerful scoring and analytics. Combined with years of cable industry data, these solutions help operators make cost-effective decisions before approving a customer's service and installing costly equipment.

Acxiom is a registered trademark of Acxiom Corporation.

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