



The Acxiom Sales Race is  
**REVVIN' UP!**

## The Acxiom Sales Race will bring **MUSIC TO YOUR EARS!**

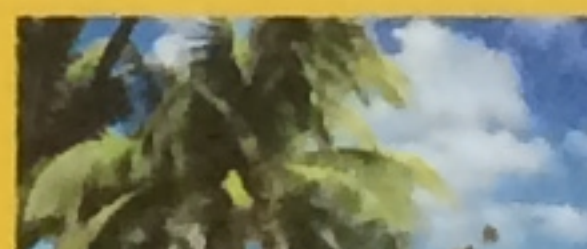
Start rockin' out now with your new speakers.

### ROCK 'N' ROLL IN YOUR NEW CORVETTE!

GRAND PRIZE:  2009 Z06 Corvette  
One-year lease\*  
\$35,000 cash value

SECOND PRIZE:  Rolex Watch  
\$15,000 cash value

THIRD PRIZE:  60" Plasma HDTV  
\$5,000 cash value

FOURTH PRIZE:  Vacation Package  
\$4,000 cash value

FIFTH PRIZE:  Custom Fitted Calloway  
Golf Set  
\$3,000 cash value

If you win, you can choose to receive the cash equivalents  
instead of the prizes. It's entirely up to you.

## SOUNDS GREAT, RIGHT?

### THE KEYS TO WINNING:

Each time you meet one of the criteria listed below, you have the opportunity to earn multiple keys. The more keys you earn, the better chance you have at driving home in a brand new Corvette. Winners will be chosen during a random drawing at the FY09 Sales Rally.

### MARKET VERTICAL SALES GROUPS

| CRITERIA   | KEYS |
|--|------|
| <b>New Logo</b><br>TCV > \$1 Million<br>Definition of new logo is a company Acxiom is not currently doing business with or an existing client doing \$500 thousand or less in revenue for the previous 12 months | 3    |
| <b>Growth on Existing Customer</b><br>TCV > \$1 Million, or<br>Incremental growth on renewals > \$1 Million of original deals TCV  | 1    |
| <b>Multi LOB</b><br>TCV > \$1 Million<br>TCV > \$5 Million on Renewals   | 2    |
| <b>Qualified Strategic Renewals</b><br>TCV > \$5 Million   | 1    |
| Note: SE has to meet or exceed yearly assigned quota to qualify for keys   |      |

### KEEP WATCHING THE MAIL

More updates will be hitting your mailbox regularly. Remember, the key to winning the Acxiom Sales Race is you!