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ART TECHNOLOGY GROUP INC
Form 8-K
October 12, 2004

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, DC 20549

FORM 8-K

CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934

Date of report (Date of earliest event reported): October 12, 2004

Art Technology Group, Inc.
(Exact Name of Registrant as Specified in its Charter)

| | | |
|---|--|--|
| Delaware (State or Other Jurisdiction of Incorporation) | 000-26679 (Commission File Number) | 04-3141918 (IRS Employer Identification No.) |
|---|--|--|

| | |
|---|---------------------|
| 25 First Street, Cambridge, Massachusetts (Address of Principal Executive Offices) | 02141 (Zip Code) |
|---|---------------------|

Registrant's telephone number, including area code: (617) 386-1000

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 8.01 Other Events.

On October 12, 2004, we announced that we are mailing a letter to our

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stockholders urging them to vote in favor of the acquisition of Primus Knowledge Solutions, Inc. A copy of the press release is attached as Exhibit 99.1 to this current report on Form 8-K and is incorporated by reference herein.

Item 9.01 Financial Statements and Exhibits.

(c) Exhibits

99.1 October 12, 2004 press release

SIGNATURES

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.

ART TECHNOLOGY GROUP, INC.

Date: October 12, 2004

By: /s/Edward Terino

Edward Terino
Senior Vice President and
Chief Financial Officer

Exhibit Index

| Number ----- | Title ----- |
|-----------------|--------------------------------|
| 99.1 | October 12, 2004 Press Release |