

HARTE HANKS INC  
Form 8-K  
January 31, 2005

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# SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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## FORM 8-K

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### CURRENT REPORT

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported):

January 31, 2005

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## Harte-Hanks, Inc.

(Exact name of registrant as specified in its charter)

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**Delaware**  
(State or Other Jurisdiction  
of Incorporation)

**1-7120**  
(Commission File Number)

**74-1677284**  
(IRS Employer  
Identification No.)

**200 Concord Plaza Drive, San Antonio, Texas 78216**

(Address of Principal Executive Offices) (Zip Code)

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**Registrant's telephone number, including area code: (210) 829-9000**

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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 (see General Instruction A.2. below):

- 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))
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**ITEM 7.01: REGULATION FD DISCLOSURE**

The information in this report is being furnished (i) pursuant to Regulation FD, and (ii) pursuant to Item 12 Results of Operations and Financial Condition (in accordance with SEC interim guidance issued March 28, 2003). In accordance with General Instructions B.2 and B.6 of Form 8-K, the information in this report shall not be deemed to be filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1934, as amended. The furnishing of the information set forth in this report is not intended to, and does not, constitute a determination or admission as to the materiality or completeness of such information.

On January 31, 2005, Harte-Hanks, Inc., a Delaware corporation (the Company), issued a press release announcing the Company's financial results for the fiscal quarter and fiscal year ended December 31, 2004. A copy of the Company press release is attached hereto as Exhibit 99.1 and incorporated herein by reference.

**ITEM 9.01: EXHIBITS**

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release dated January 31, 2005 titled <i>Harte-Hanks Reports Fourth Quarter EPS of \$0.32; Full Year 2004 EPS UP 14.4% on Revenue Growth of 9.1%</i> announcing earnings for the fiscal quarter and fiscal year ended December 31, 2004 <i>(furnished and not filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, and not deemed incorporated by reference in any filing under the Securities Act of 1934, as amended).</i>

**SIGNATURES**

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

Date: January 31, 2005

HARTE-HANKS, INC.

By: /s/ Dean H. Blythe

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Senior Vice President and  
Chief Financial Officer

Index to Exhibits

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