

ART TECHNOLOGY GROUP INC

Form 8-K

September 19, 2006

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**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): September 19, 2006  
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.)

One Main Street, Cambridge,  
Massachusetts  
(Address of Principal Executive  
Offices)

02142  
(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))
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EX-99.1 SEPTEMBER 19, 2006 PRESS RELEASE

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**Item 8.01 Other Events.**

On September 19, 2006, we issued a press release announcing that we have entered into a definitive agreement to acquire eStara, Inc. A copy of the press release is filed as exhibit 99.1 to this current report and incorporated herein by reference.

**Item 9.01 Financial Statement and Exhibits.**

(d) Exhibits

Number	Title
99.1	September 19, 2006 press release

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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: September 19, 2006

By: /s/ Julie M.B. Bradley  
Julie M.B. Bradley  
Senior Vice President and Chief Financial  
Officer

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**EXHIBIT INDEX**

Number	Title
99.1	September 19, 2006 press release

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