

BLUE MARTINI SOFTWARE INC  
Form 8-K  
July 01, 2004

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**

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

**July 1, 2004**

Date of Report (Date of earliest event reported)

**BLUE MARTINI SOFTWARE, INC.**

(Exact name of Registrant as specified in its charter)

**Delaware**  
(State or other jurisdiction of  
incorporation or organization)

**0-30925**  
(Commission File Number)

**94-3319751**  
(IRS Employer Identification Number)

**2600 Campus Drive**

**San Mateo, California 94403**

(Address of principal executive offices, including zip code)

**(650) 356-4000**

(Registrant's telephone number, including area code)

**Item 7. Financial Statements and Exhibits.**

(c) Exhibits.

<u>Exhibit</u>	<u>Description of Document</u>
99.1	Press Release, dated July 1, 2004, entitled Blue Martini Software Announces Preliminary Financial Results for the Second Quarter of 2004.

**Item 9. Regulation FD Disclosure.**

This report on Form 8-K is being furnished to report information pursuant to Item 12 Disclosure of Results of Operations and Financial Condition. See Item 12 below.

**Item 12. Disclosure of Results of Operations and Financial Condition.**

On July 1, 2004, Blue Martini Software, Inc. issued a press release announcing preliminary financial results for the second quarter of 2004.

A copy of the press release is attached as Exhibit 99.1 to this Current Report and is incorporated herein by reference.

**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.

**BLUE MARTINI SOFTWARE, INC.**

*(Registrant)*

Dated: July 1, 2004  
By: /s/ Eran Pilovsky

Eran Pilovsky

*Chief Financial Officer*

**INDEX TO EXHIBITS**

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