

BLUE MARTINI SOFTWARE INC

Form 8-K

July 22, 2003

---

**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 22, 2003**

**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 9. Regulation FD Disclosure.**

This 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 22, 2003, Blue Martini Software, Inc. issued a press release announcing financial results for the second quarter of 2003. A copy of the press release is attached as Exhibit 99.1 to this Current Report and is incorporated herein by reference.

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

(c) Exhibits.

<u>Exhibit</u>	<u>Description of Document</u>
99.1	Press Release, dated July 22, 2003, entitled Blue Martini Software Announces Financial Results for the Second Quarter of 2003.

**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 22, 2003

By:                                    /s/ MONTE ZWEBEN

**Monte Zweben**

*Chief Executive Officer*

**INDEX TO EXHIBITS**

<b>Exhibit</b>	<b>Description of Document</b>
99.1	Press Release, dated July 22, 2003, entitled Blue Martini Software Announces Financial Results for the Second Quarter of 2003.