

BLUE MARTINI SOFTWARE INC  
Form 8-K  
July 20, 2004

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**UNITED STATES**  
**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**

July 20, 2004

Date of Report (Date of earliest event reported)

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**BLUE MARTINI SOFTWARE, INC.**

(Exact name of Registrant as specified in its charter)

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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

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(Address of principal executive offices, including zip code)

(650) 356-4000

(Registrant's telephone number, including area code)

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

(c) Exhibits.

<u>Exhibit</u>	<u>Description of Document</u>
99.1	Press Release, dated July 20, 2004, entitled Blue Martini Software Announces Financial Results for the Second Quarter of 2004.

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

On July 20, 2004, Blue Martini Software, Inc. issued a press release announcing 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 20, 2004

By: /s/ Eran Pilovsky

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Eran Pilovsky  
*Chief Financial Officer*

**INDEX TO EXHIBITS**

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