

ART TECHNOLOGY GROUP INC  
Form 4  
August 15, 2006

**FORM 4**

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
BROCHU MICHAEL A

2. Issuer Name and Ticker or Trading Symbol  
ART TECHNOLOGY GROUP INC  
[ARTG]

5. Relationship of Reporting Person(s) to Issuer  
  
(Check all applicable)

(Last) (First) (Middle)  
25 FIRST STREET, 2ND FLOOR  
  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
08/14/2006

Director  10% Owner  
 Officer (give title below)  Other (specify below)

CAMBRIDGE, MA 02141

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock <sup>(1)</sup>	08/14/2006		M		100,000	A	\$ 0.64
Common Stock <sup>(1)</sup>	08/14/2006		S		7,400	D	\$ 2.42
Common Stock <sup>(1)</sup>	08/14/2006		S		10,000	D	\$ 2.43
Common Stock <sup>(1)</sup>	08/14/2006		S		5,200	D	\$ 2.44
Common Stock <sup>(1)</sup>	08/14/2006		S		7,542	D	\$ 2.45

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Common Stock <u>(1)</u>	08/14/2006	S	12,858	D	\$ 2.46	71,443	D
Common Stock <u>(1)</u>	08/14/2006	S	3,400	D	\$ 2.47	68,043	D
Common Stock <u>(1)</u>	08/14/2006	S	17,218	D	\$ 2.48	50,825	D
Common Stock <u>(1)</u>	08/14/2006	S	32,501	D	\$ 2.49	18,324	D
Common Stock <u>(1)</u>	08/14/2006	S	681	D	\$ 2.5	17,643	D
Common Stock <u>(1)</u>	08/14/2006	S	459	D	\$ 2.52	17,184	D
Common Stock <u>(1)</u>	08/14/2006	S	900	D	\$ 2.53	16,284	D
Common Stock <u>(1)</u>	08/14/2006	S	941	D	\$ 2.54	15,343	D
Common Stock <u>(1)</u>	08/14/2006	S	300	D	\$ 2.55	15,043	D
Common Stock <u>(1)</u>	08/14/2006	S	600	D	\$ 2.56	14,443	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount Number of Shares
Stock Option (Right to buy)	\$ 0.64	08/14/2006		M	100,000	11/02/2004	01/02/2012	Common Stock	100,000
Stock Option	\$ 1.12					08/25/2005	07/18/2015	Common Stock	25,000

(Right to buy)

Stock Option (Right to buy) \$ 2.23

08/23/2006<sup>(2)</sup> 05/23/2016

Common Stock 25,0

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BROCHU MICHAEL A 25 FIRST STREET 2ND FLOOR CAMBRIDGE, MA 02141	X			

## Signatures

/s/ Jeffrey T. Kowalski (by power of attorney) 08/15/2006

\_\_Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Options exercised pursuant to a 10b5-1 plan
- (2) Options are exercisable quarterly beginning 3 months from grant date over 2 years.

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