

# SECURITIES AND EXCHANGE COMMISSION

## FORM 8-K

Current report filing

Filing Date: **2005-05-02** | Period of Report: **2005-04-28**  
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### FILER

#### **CATALINA MARKETING CORP/DE**

CIK: **883977** | IRS No.: **330499007** | State of Incorpor.: **DE** | Fiscal Year End: **0331**  
Type: **8-K** | Act: **34** | File No.: **001-11008** | Film No.: **05787949**  
SIC: **7311** Advertising agencies

Mailing Address  
*200 CARILLON PARKWAY  
ST PETERSBURG FL  
33716-1242*

Business Address  
*200 CARILLON PARKWAY  
ST PETERSBURG FL  
33716-1242  
7275795000*

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) April 28, 2005

CATALINA MARKETING CORPORATION  
(Exact Name of Registrant as Specified in its Charter)

<TABLE>		
<CAPTION>		
<S>	<C>	<C>
Delaware		33-0499007
(State or Other Jurisdiction of Incorporation)	1-11008 (Commission File Number)	(I.R.S. Employer Identification Number)
200 Carillon Parkway, St. Petersburg, Florida		33716-2325
(Address of Principal Executive Offices)		(Zip Code)
</TABLE>		

Registrant's Telephone Number, Including Area Code: (727) 579-5000

N/A  
(Former name or former address, if change since last report)

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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))

Item 7.01. Regulation FD Disclosure.  
Signatures

Item 7.01. Regulation FD Disclosure.

Catalina Marketing Corporation (the "Company") has signed an agreement with Walgreen Co. to install Catalina's Checkout Coupon(R) System, as that term is defined in the agreement, at the front checkout counters in the drug chain's approximately 4,700 stores in the United States. The system will deliver relevant manufacturer coupons and messages to Walgreens' customers at the point of sale. The Company anticipates that the installation of the Walgreen stores will be completed during fiscal year 2006.

This agreement builds on the current relationship between Catalina and Walgreens. Catalina Health Resource signed an agreement with Walgreens in 1999. The Company's Catalina Health Resource division distributes PatientLink TM, a customized patient education newsletter, with each prescription dispensed in Walgreens' pharmacies.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly authorized and caused the undersigned to sign this report on the registrant's behalf.

April 29, 2005

CATALINA MARKETING CORPORATION

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(Registrant)

/s/ Robert D. Wolttil

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Name: Robert D. Wolttil  
Title: Interim Chief Financial Officer