

HARTE HANKS INC  
Form 4  
February 27, 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 \*  
HARTE HOUSTON H

(Last) (First) (Middle)

200 CONCORD PLAZA  
DR., SUITE 800

(Street)

SAN ANTONIO, TX 78216

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
HARTE HANKS INC [HHS]

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/23/2006

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

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

**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                    | 02/23/2006                           |  | S                              |   | 700   | D  | \$ 28.38  |
| Common Stock                    | 02/23/2006                           |  | S                              |   | 100   | D  | \$ 28.37  |
| Common Stock                    | 02/23/2006                           |  | S                              |   | 600   | D  | \$ 28.36  |
| Common Stock                    | 02/23/2006                           |  | S                              |   | 2,200   | D  | \$ 28.35  |
| Common Stock                    | 02/23/2006                           |  | S                              |   | 200   | D  | \$ 28.34  |

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|              |            |   |        |   |          |           |   |
|--------------|------------|---|--------|---|----------|-----------|---|
| Common Stock | 02/23/2006 | S | 700    | D | \$ 28.33 | 7,663,418 | D |
| Common Stock | 02/23/2006 | S | 600    | D | \$ 28.32 | 7,662,818 | D |
| Common Stock | 02/23/2006 | S | 500    | D | \$ 28.26 | 7,662,318 | D |
| Common Stock | 02/23/2006 | S | 18,000 | D | \$ 28.24 | 7,644,318 | D |
| Common Stock | 02/24/2006 | S | 2,100  | D | \$ 28.55 | 7,642,218 | D |
| Common Stock | 02/24/2006 | S | 1,100  | D | \$ 28.54 | 7,641,118 | D |
| Common Stock | 02/24/2006 | S | 400    | D | \$ 28.52 | 7,640,718 | D |
| Common Stock | 02/24/2006 | S | 1,700  | D | \$ 28.51 | 7,639,018 | D |
| Common Stock | 02/24/2006 | S | 23,000 | D | \$ 28.5  | 7,616,018 | D |
| Common Stock | 02/24/2006 | S | 12,300 | D | \$ 28.49 | 7,603,718 | D |
| Common Stock | 02/24/2006 | S | 7,500  | D | \$ 28.48 | 7,596,218 | D |
| Common Stock | 02/24/2006 | S | 3,400  | D | \$ 28.47 | 7,592,818 | D |
| Common Stock | 02/24/2006 | S | 2,000  | D | \$ 28.46 | 7,590,818 | D |
| Common Stock | 02/24/2006 | S | 11,400 | D | \$ 28.45 | 7,579,418 | D |
| Common Stock | 02/24/2006 | S | 1,300  | D | \$ 28.44 | 7,578,118 | D |
| Common Stock | 02/24/2006 | S | 1,800  | D | \$ 28.43 | 7,576,318 | D |
| Common Stock | 02/24/2006 | S | 3,000  | D | \$ 28.42 | 7,573,318 | D |
| Common Stock | 02/24/2006 | S | 100    | D | \$ 28.41 | 7,573,218 | D |
| Common Stock | 02/24/2006 | S | 100    | D | \$ 28.4  | 7,573,118 | D |
| Common Stock | 02/24/2006 | S | 100    | D | \$ 28.39 | 7,573,018 | D |
|              | 02/24/2006 | S | 100    | D |          | 7,572,918 | D |



## 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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