

McCormick Peter D  
Form 3  
March 21, 2012

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 \*

McCormick Peter D  
(Last) (First) (Middle)

20 NORTH MERIDIAN STREET, SUITE 200

(Street)

INDIANAPOLIS, IN 46204

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)  
03/21/2012

3. Issuer Name and Ticker or Trading Symbol  
ExactTarget, Inc. [ET]

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer  Other  
(give title below) (specify below)  
Gen. Mgr--ExactTarget Global

5. 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

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)

Common Stock

2. Amount of Securities Beneficially Owned (Instr. 4)

884,776

3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)

I

4. Nature of Indirect Beneficial Ownership (Instr. 5)

See footnote <sup>(5)</sup>

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

SEC 1473 (7-02)

**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.**

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

1. Title of Derivative Security (Instr. 4)

2. Date Exercisable and Expiration Date (Month/Day/Year)

3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)

Title

4. Conversion or Exercise Price of Derivative Security

5. Ownership Form of Derivative Security: Direct (D)

6. Nature of Indirect Beneficial Ownership (Instr. 5)

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	Date Exercisable	Expiration Date	Amount or Number of Shares	or Indirect (I) (Instr. 5)
Employee Stock Option (right to buy)	Â (1)	01/25/2019	Common Stock 50,000 \$ 4.67	D Â
Employee Stock Option (right to buy)	Â (2)	05/26/2020	Common Stock 50,000 \$ 5.61	D Â
Employee Stock Option (right to buy)	Â (3)	03/23/2021	Common Stock 130,000 \$ 7.7	D Â
Employee Stock Option (right to buy)	Â (4)	02/28/2022	Common Stock 70,000 \$ 15	D Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
McCormick Peter D 20 NORTH MERIDIAN STREET SUITE 200 INDIANAPOLIS, IN 46204	Â	Â	Â Gen. Mgr--ExactTarget Global	Â

## Signatures

/s/ Peter D. McCormick 03/21/2012

\*\*Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(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) 12,500 of the options vested and became exercisable on January 26, 2010 and 37,500 of the options vest and become exercisable in thirty-six equal monthly installments beginning on February 26, 2010.
- (2) 12,500 of the options vested and became exercisable on May 27, 2011 and 37,500 of the options vest and become exercisable in thirty-six equal monthly installments beginning on June 27, 2011.
- (3) 32,500 of the options will vest and become exercisable on March 24, 2012 and 97,500 of the options will vest and become exercisable in thirty-six equal monthly installments beginning on April 24, 2012.
- (4) 17,500 of the options will vest and become exercisable on March 1, 2013 and 52,500 of the options will vest and become exercisable in thirty-six equal monthly installments beginning on April 1, 2013.
- (5) Shares reported in column 2 represent shares held by the Peter D. McCormick Trust, dated August 13, 2009, of which Peter D. McCormick is a trustee.

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### Remarks:

Exhibit List: Exhibit 24.1--Power of Attorney for Peter D. McCormick

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.