

ALLIANCE DATA SYSTEMS CORP  
Form 8-K  
September 13, 2010

**SECURITIES AND EXCHANGE COMMISSION**

**WASHINGTON, D.C. 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):**

**September 13, 2010**

**ALLIANCE DATA SYSTEMS CORPORATION**

**(Exact Name of Registrant as Specified in Charter)**

**DELAWARE**  
**(State or Other Jurisdiction**  
**of Incorporation)**

**001-15749**  
**(Commission File Number)**

**31-1429215**  
**(IRS Employer**  
**Identification No.)**

**7500 DALLAS PARKWAY, SUITE 700**

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**PLANO, TEXAS 75024**

**(Address and Zip Code of Principal Executive Offices)**

**(214) 494-3000**

**(Registrant's Telephone Number, including Area Code)**

**NOT APPLICABLE**

**(Former name or former address, if changed since last report)**

Check the appropriate box below if the Form 8-K 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
  
- .. Soliciting material pursuant to Rule 14a-12 under the Exchange Act
  
- .. Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act
  
- .. Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act

**ITEM 7.01. Regulation FD Disclosure**

On September 13, 2010, Ed Heffernan, President and Chief Executive Officer of Alliance Data Systems Corporation (the Company), announced at the 2010 Bank of America Merrill Lynch Investment Conference held in San Francisco, California that the Company's board of directors has approved a new stock repurchase program to acquire up to \$400 million of the Company's common stock, or such lesser amount as may be permitted pursuant to the terms of the Company's credit agreements, through the end of 2011. A copy of the press release issued by the Company regarding the stock repurchase program is attached hereto as Exhibit 99.1.

Also attached as Exhibit 99.2 is a presentation to be given to investors and others by senior officers of Alliance Data Systems Corporation.

**ITEM 9.01. Financial Statements and Exhibits**

(d) Exhibits

<b>EXHIBIT NUMBER</b>	<b>DESCRIPTION</b>
99.1	Press release dated September 13, 2010.
99.2	Investor Presentation Materials.

*Note:* The information contained in this report (including Exhibits 99.1 and 99.2) shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, except as expressly set forth by specific reference in such a filing.

**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.

Alliance Data Systems Corporation

Date: September 13, 2010

By: */s/* CHARLES L. HORN  
**Charles L. Horn**  
**Executive Vice President and**  
**Chief Financial Officer**

**EXHIBIT INDEX**

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