



Alliance Data To Participate At The Keefe, Bruyette & Woods Cards, Payments & Financial Technology Symposium

February 11, 2016

The presentation will take place at 10:30 a.m. EDT and will be broadcast live over the Internet at the following address: <http://wsw.com/webcast/kbw32/ads> or through the Company's website at www.alliancedata.com. A replay of the webcast will be available for 30 days following the presentation.

About Alliance Data

[Alliance Data](#)[®] (NYSE: ADS) is a leading global provider of data-driven marketing and loyalty solutions serving large, consumer-based industries. The Company creates and deploys customized solutions, enhancing the critical customer marketing experience; the result is measurably changing consumer behavior while driving business growth and profitability for some of today's most recognizable brands. Alliance Data helps its clients create and increase customer loyalty through solutions that engage millions of customers each day across multiple touch points using traditional, digital, mobile and emerging technologies. An S&P 500 and Fortune 500 company headquartered in Plano, Texas, Alliance Data consists of three businesses that together employ more than 16,000 associates at approximately 100 locations worldwide.

[Alliance Data's card services](#) business is a leading provider of marketing-driven branded credit card programs. [Epsilon](#)[®] is a leading provider of multichannel, data-driven technologies and marketing services, and also includes [Conversant](#)[®], a leader in personalized digital marketing. [LoyaltyOne](#)[®] owns and operates the [AIR MILES](#)[®] Reward Program, Canada's premier coalition loyalty program, and holds a majority interest in Netherlands-based [BrandLoyalty](#), a global provider of tailor-made loyalty programs for grocers.

Follow Alliance Data on [Twitter](#), [Facebook](#), [LinkedIn](#) and [YouTube](#).

CONTACT:

Steve Calk
FTI Consulting
212-850-5611
alliancedata@fticonsulting.com

Logo - <http://photos.prnewswire.com/prnh/20051024/ADSLOGO>