



Alliance Data Retail Services Customer Care Centers Achieve Nine-Time 'Center of Excellence' Certification by Internationally Recognized BenchmarkPortal

May 5, 2014

Alliance Data Continues to Lead the Financial Services/Credit Industry in Recognition of Superior Customer Care and Satisfaction

BenchmarkPortal, which was founded by Purdue University, is a global leader in the contact center industry, providing benchmarking, certification, training, consulting and industry reports. The Center of Excellence designation is reserved for the top 10 percent of all customer care centers surveyed by BenchmarkPortal, and is based on best-practice metrics for quality, cost, efficiency, effectiveness, and superior performance. These metrics are drawn from the world's largest database of objective and quantitative data, which is audited and validated by researchers from BenchmarkPortal.

"Time and time again, our customer care associates deliver exceptional one-on-one experiences to help our clients' businesses grow through building loyal and profitable customer relationships. The Center of Excellence recertification is a direct reflection on how quickly and efficiently our customer care associates solve problems, answer questions, and deliver on the promise of our clients' own brands," said Sallie Komitor, chief customer officer for Alliance Data. "We view our industry-leading customer care organization as a competitive differentiator for Alliance Data Retail Services, and as an asset to our client partners."

In developing its call center measurement parameters, BenchmarkPortal found that 24 Key Performance Indicators (KPIs) strongly correlate to quality and quantity of calls handled in call center operations. For the benchmarking survey, BenchmarkPortal monitored and measured Alliance Data's performance against these KPIs and its large call center database to determine each center's level of efficiency and effectiveness.

KEY RESULTS:

- **High caller satisfaction.** Customers calling into Alliance Data customer care centers gave 'top box' satisfaction ratings **5 percent** more often than the industry average. *'Top box' satisfaction refers to the highest possible survey score customers can use to rate the service they experienced.*
- **Best-in-class service.** Calls to Alliance Data customer care centers spend **27 percent less time in queue** than the industry average, and calls were answered in nearly half the industry average time.

"The customer service call center has become the centerpiece for customer interaction and satisfaction, and it's critical that the call handling process be effective and efficient. Our rigorous certification process has the advantage of referencing all performance goals to our best practice database of thousands of call centers in order to accurately gauge how a customer care center holds up to key standards of achievement in these areas," said Bruce Belfiore, chief executive officer of BenchmarkPortal. "This achievement of distinction confirms Alliance Data's commitment to service excellence, which positively impacts an organization's customers, employees and shareholders."

About Center of Excellence Certification

Contact centers and their managers who wish to implement best practices and obtain world-class performance in their industry have a unique opportunity to certify their call centers. BenchmarkPortal's rigorous certification process has the advantage of referencing all performance goals to their best practice database of thousands of contact centers. Thus, contact centers will be held to performance levels that will improve their competitive position, not just force them to adhere to an arbitrary standard. Please follow the link to discover what the steps to certification are and how they will improve your center's performance. www.benchmarkportal.com/call-center-certification.

About BenchmarkPortal

Founded in 1995, BenchmarkPortal is a global leader in the contact center industry, providing benchmarking, certification, training, consulting and industry reports. The BenchmarkPortal team of professionals has gained international recognition for its expertise and an innovative approach to best practices for the contact center industry and hosts the world's largest database of contact center metrics. BenchmarkPortal's mission is to help contact centers reach peak performance in operational effectiveness and efficiency so that the centers will realize increased levels of agent and customer loyalty while containing costs and building enterprise value. For more information on BenchmarkPortal, please call 1-800-214-8929 or visit www.BenchmarkPortal.com.

About Alliance Data Retail Services

Alliance Data Retail Services is one of the nation's leading providers of branded credit card programs, with more than 130 marketing-driven private label, co-brand and commercial programs in partnership with many of North America's best-known brands. The business delivers upon its Know more. Sell more.® commitment by leveraging customer insight to drive sales for its client partners. Leveraging deep-rooted marketing expertise, transaction-based customer data, and advanced analytics, Alliance Data Retail Services creates turnkey, multichannel credit programs designed to help its clients develop stronger, more profitable customer relationships. Alliance Data Retail Services is part of the Alliance Data family of companies. To learn more about Alliance Data Retail Services, visit www.alliancedataretail.com.

About Alliance Data

Alliance Data® (NYSE: ADS) and its combined businesses 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 company headquartered in Dallas, Alliance Data and its three businesses employ approximately 12,000 associates at more than 80 locations worldwide. Alliance Data was named to *FORTUNE* magazine's 2014 list of [World's Most Admired Companies](#).

Alliance Data consists of three businesses: [Alliance Data Retail Services](#), a leading provider of marketing-driven credit solutions; [Epsilon](#)[®], a leading provider of multichannel, data-driven technologies and marketing services; and [LoyaltyOne](#)[®], which owns and operates the [AIR MILES](#)[®] Reward Program, Canada's premier coalition loyalty program. For more information about the company, visit our website, www.alliancedata.com, or follow us on Twitter via [@AllianceData](#).

Alliance Data's Safe Harbor Statement/Forward Looking Statements

This release may contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Such statements may use words such as "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "predict," "project," "would," and similar expressions as they relate to us or our management. When we make forward-looking statements, we are basing them on our management's beliefs and assumptions, using information currently available to us. Although we believe that the expectations reflected in the forward-looking statements are reasonable, these forward-looking statements are subject to risks, uncertainties and assumptions, including those discussed in our filings with the Securities and Exchange Commission.

If one or more of these or other risks or uncertainties materialize, or if our underlying assumptions prove to be incorrect, actual results may vary materially from what we projected. Any forward-looking statements contained in this presentation reflect our current views with respect to future events and are subject to these and other risks, uncertainties and assumptions relating to our operations, results of operations, growth strategy and liquidity. We have no intention, and disclaim any obligation, to update or revise any forward-looking statements, whether as a result of new information, future results or otherwise, except as required by law.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: Statements in this presentation regarding Alliance Data Systems Corporation's business which are not historical facts are "forward-looking statements" that involve risks and uncertainties. For a discussion of such risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see "Risk Factors" in the Company's Annual Report on Form 10-K for the most recently ended fiscal year. Risk factors may be updated in Item 1A in each of the Company's Quarterly Reports on Form 10-Q for each quarterly period subsequent to the Company's most recent Form 10-K.

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