



Alliance Data To Participate At The Robert W. Baird Business Solutions Conference

February 19, 2014

The presentation will take place at 1:50 p.m. EST and will be broadcast live over the Internet at the following address: <http://wsw.com/webcast/baird37/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) 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 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](https://twitter.com/AllianceData).

CONTACT:

Julie Prozeller
FTI Consulting
212-850-5721
alliancedata@fticonsulting.com

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