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):
July 1, 2013

ALLIANCE DATA SYSTEMS CORPORATION

(Exact Name of Registrant as Specified in Charter)

DELAWARE	**001-15749**	**31-1429215**
(State or Other Jurisdiction	(Commission	(IRS Employer
of Incorporation)	File Number)	Identification No.)

7500 DALLAS PARKWAY, SUITE 700
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 July 1, 2013, Alliance Data's Epsilon business announced that it has signed an agreement with Dunkin' Donuts to provide the technology needed to fuel the new DD Perks Program, Dunkin' Donuts' loyalty initiative that is expected to be rolled out later this year. A copy of this press release is attached hereto as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit No.	**Document Description**
99.1	Press release dated July 1, 2013

The information contained in this report (including Exhibit 99.1) 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: July 1, 2013

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

EXHIBIT INDEX

Exhibit No.	Document Description
99.1	Press release dated July 1, 2013

Exhibit 99.1

Contact:

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DUNKIN' DONUTS SELECTS EPSILON FOR LOYALTY MARKETING TECHNOLOGY PLATFORM

Technology Solution to Serve Consumer Loyalty Program; Enabling Multichannel Communications that Engage Customers

DALLAS, Texas (July 1, 2013) – Epsilon, an Alliance Data (NYSE: ADS) company, has signed an agreement with Dunkin' Donuts, America's all-day, everyday stop for coffee and baked goods. Epsilon will provide the technology needed to fuel the new DD Perks Program, Dunkin' Donuts' loyalty initiative which the company plans to roll out later this year.

Dunkin' Donuts is a market leader in the hot regular/decaf/flavored coffee, iced coffee, donut, bagel and muffin categories. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for seven years running. The company has more than 10,500 restaurants in 31 countries worldwide. For the full-year 2012, Dunkin' Donuts' restaurants had global franchisee-reported sales of approximately $6.9 billion. Based in Canton, Mass., Dunkin' Donuts is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies.

"The passion for Dunkin' Donuts is unmatched and we are always looking for meaningful opportunities across a variety of touch points to reward our guests for their loyalty," said John Costello, President, Global Marketing and Innovation, Dunkin' Brands. "By leveraging technology solutions from Epsilon, a leader in the loyalty marketing space, we are excited to roll out an enhanced DD Perks loyalty program beginning later this year that will enable an even deeper engagement with our guests."

"Dunkin' Donuts is a tremendously successful and well-recognized brand within a highly competitive space. They have a great track record of building loyal relationships with their guests," said Bryan Kennedy, chief executive officer of Epsilon. "The right technology and expertise is critical to building out an effective loyalty program and creating a seamless experience for customers across marketing channels. Our partnership will allow Dunkin' Donuts to increase their focus on the individual customer, and build even deeper brand and business equity for their organization."

About Epsilon

Epsilon is the global leader in delivering direct-to-customer connections that drive business performance. Epsilon's integrated solutions leverage the power of rich transactional and demographic marketing data, strategic insights, analytics, award-winning creative and robust digital and database marketing technologies to connect brands with consumers both online and offline, increasing engagement to generate measurable marketing outcomes. Founded in 1969, Epsilon works with over 2,000 global clients and employs over 4,800 associates in 60 offices worldwide. Epsilon is an Alliance Data company. For more information, visit www.epsilon.com, follow us on Twitter @EpsilonMktg or call 1.800.309.0505.

About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite all-day, everyday stop for coffee and baked goods. Dunkin' Donuts is a market leader in the hot regular/decaf/flavored coffee, iced coffee, donut, bagel and muffin categories. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for seven years running. The company has more than 10,500 restaurants in 31 countries worldwide. For the full-year 2012, Dunkin' Donuts' restaurants had global franchisee-reported sales of approximately $6.9 billion. Based in Canton, Mass., Dunkin' Donuts is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For more information, visit www.DunkinDonuts.com.

About Alliance Data

Alliance Data® (NYSE: ADS) and its combined businesses is North America's largest and most comprehensive provider of transaction-based, 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 other emerging technologies. Headquartered in Dallas, Alliance Data and its three businesses employ approximately 11,000 associates at more than 70 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 web site, www.alliancedata.com, or follow us on Twitter via @AllianceData.

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