

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):
May 5, 2016

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
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
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Item 7.01 Regulation FD Disclosure.

On May 5, 2016, Alliance Data Systems Corporation provided to market analysts an IR Update announcing that its Columbus, Ohio-based card services business, a premier provider of branded private label, co-brand, and commercial credit programs, has signed a new long-term agreement to provide private label credit card services for Hot Topic stores. A copy of this IR Update is attached hereto as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit No. Document Description

99.1 IR Update dated May 5, 2016 announcing an agreement with Hot Topic, Inc.

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: May 5, 2016

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

EXHIBIT INDEX

Exhibit No. **Document Description**

99.1 IR Update dated May 5, 2016 announcing an agreement with Hot Topic, Inc.



May 5, 2016

**ALLIANCE DATA'S CARD SERVICES SIGNS NEW AGREEMENT WITH HOT
TOPIC TO LAUNCH NEW LOYALTY-DRIVEN CREDIT CARD PROGRAM**

Alliance Data Systems Corporation (NYSE: ADS), a leading global provider of data-driven marketing and loyalty solutions, today announced its Columbus, Ohio-based card services business, a premier provider of branded private label, co-brand, and commercial credit programs, has signed a new long-term agreement to provide private label credit card services for Hot Topic stores. Hot Topic is a leading mall and web-based specialty retailer offering music and pop culture-based licensed and influenced apparel and accessories, with more than 650 stores in the United States and Canada. Hot Topic, Inc. is owned by Sycamore Partners, which also owns Alliance Data clients Talbots and Torrid.

Under the new agreement, Alliance Data will offer a customized private label credit program for Hot Topic, designed to enhance long-term loyalty and deliver more frequent visits and larger transactions. Through the branded credit card and associated loyalty program, members will have the opportunity to not only earn rewards based on purchases, but to take advantage of experiential benefits as well. In addition, Hot Topic will leverage Alliance Data's advanced analytics capabilities, consumer insight expertise and real-time prescreen capabilities to maximize program growth.

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