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UNITED STATES  
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):

April 15, 2010

Alliance Data Systems Corporation

(Exact name of registrant as specified in its charter)

Delaware

001-15749

31-1429215

(State or other jurisdiction  
of incorporation)

(Commission  
File Number)

(I.R.S. Employer  
Identification No.)

17655 Waterview Parkway, Dallas, Texas

75252

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code:

(972) 348-5100

Not Applicable

Former name or former address, if changed since last report

Check the appropriate box below if the Form 8-K filing 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 (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 7.01 Regulation FD Disclosure.**

On April 15, 2010, Alliance Data Systems Corporation provided to market analysts an IR Update announcing that its Canadian loyalty business, which operates the AIR MILES® Reward Program, is continuing its relationship with the Liquor Control Board of Ontario (LCBO) and has signed a new 5-year contract with LCBO. A copy of this IR Update is attached hereto as Exhibit 99.1.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits

99.1 IR Update dated April 15, 2010 announcing an agreement with the Liquor Control Board of Ontario.

Note: 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.

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Alliance Data Systems Corporation

April 15, 2010

By: *Charles L. Horn*

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*Name: Charles L. Horn*

*Title: Executive Vice President and Chief Financial Officer*

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Exhibit Index

<u>Exhibit No.</u>	<u>Description</u>
99.1	IR Update dated April 15, 2010 announcing an agreement with the Liquor Control Board of Ontario.

Date: April 15, 2010

**ALLIANCE DATA'S CANADIAN LOYALTY BUSINESS  
SIGNS MULTI-YEAR CONTRACT  
WITH ONTARIO GOVERNMENT ENTERPRISE**

- Alliance Data's Canadian loyalty business, which operates the AIR MILES® Reward Program, is continuing its relationship with the Liquor Control Board of Ontario (LCBO) and has signed new a 5-year contract with LCBO, a top-10 AIR MILES Sponsor, and a Sponsor since 1998.
- In Ontario, the sale of alcohol is regulated by the provincial government. The LCBO controls the importation, distribution and sale of alcohol and is responsible for many of the beverage alcohol products sold in Ontario, primarily through sales at government-owned LCBO stores.
- The LCBO is a provincial government enterprise employing approximately 7,000 people, including part-time workers. It currently has 611 stores across Ontario, supplied by five regional distribution centers. As reported by the LCBO, net sales in fiscal 2008-2009 reached \$4.27 billion (CDN), and the annual dividend to the Ontario government hit a record \$1.4 billion — the 15th consecutive year of a dividend and sixth consecutive year the dividend surpassed \$1 billion. In addition, the LCBO remitted \$398 million (CDN) in provincial sales tax to the Ontario government and an additional \$451 million (CDN) in federal excise taxes, customs duties, Goods and Services Tax (GST) and municipal taxes. These revenues, totaling \$2.249 billion (CDN), helps pay for health care, education, social programs, infrastructure and other important government services.
- The AIR MILES Reward Program is Canada's premier coalition loyalty program. More than 10 million collectors — representing more than two-thirds of Canadian households — actively collect AIR MILES reward miles at more than 100 leading brand-name Sponsors representing over 14,000 retail and service locations across Canada. AIR MILES reward miles can be redeemed for more than 1,200 different rewards, such as movie passes, family attractions, CDs and DVDs, electronic merchandise, sports and recreation, travel and more.

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