
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):

November 8, 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.)

7500 Dallas Parkway, Suite 700, Plano, Texas

75024

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code:

(214) 494-3000

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 November 8, 2010, Alliance Data Systems Corporation issued a press release announcing that it has signed a long-term agreement with American Laser Centers to provide private label credit services. A copy of this press release is attached hereto as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.1 Press release dated November 8, 2010 announcing an agreement with American Laser Centers.

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, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Alliance Data Systems Corporation

November 8, 2010

By: *Charles L. Horn*

Name: Charles L. Horn

Title: Executive Vice President and Chief Financial Officer

Exhibit Index

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press release dated November 8, 2010 announcing an agreement with American Laser Centers.

NEWS RELEASE

Contact: Alliance Data

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ALLIANCE DATA SIGNS NEW LONG-TERM AGREEMENT WITH AMERICAN LASER CENTERS

***Alliance Data to Provide Private Label Credit Services and Marketing Support for Nation's Largest
Provider of Medical Aesthetic Services***

DALLAS – Nov. 8, 2010 – Alliance Data Systems Corporation (NYSE: ADS), a leading provider of loyalty and marketing solutions derived from transaction-rich data, today announced it has signed a long-term agreement with American Laser Centers to provide private label credit services designed to drive sales and enhance long-term customer loyalty. Founded in 2002, American Laser Centers, based in Farmington Hills, Mich., is the nation's largest provider of medical aesthetic services including: Laser Hair Removal, Cellulite Reduction, Body Shaping, Skin Rejuvenation & Tightening, BOTOX®, Dermal Fillers, Skin Care Solutions and the Vivité Advanced Skin Care System, with more than 160 locations in the United States.

Under the terms of the agreement, Alliance Data will provide American Laser Centers with a comprehensive set of private label credit services, including account activation, receivables funding, credit authorization, statement generation, remittance processing, customer service functions, marketing services and acquisition efforts through its proprietary online pre-screen process.

Through its various credit and marketing tools, Alliance Data will provide additional account-holder benefits such as flexible financing options designed to support repeat purchases and customer loyalty.

“Alliance Data has an impressive history and substantial experience in providing credit solutions that drive sales and build client loyalty,” said Steve Straus, chief executive officer of American Laser Centers. “We look to Alliance Data to provide both a flexible financing program for our clients and an effective means to foster even stronger client relationships. We’re looking forward to working with Alliance Data and believe they will play a key role in shaping future business.”

Ivan Szeftel, president of Alliance Data's Retail Services, said, “American Laser Centers has an aggressive growth strategy, and we are very excited to be an integral partner in supporting their business. The strategic partnership between American Laser Centers and Alliance Data is designed to strengthen the already successful business models of both companies by the sharing of knowledge and the promotion of mutually agreed upon objectives. We look forward to collaborating with the American Laser Centers team and working together to grow their business.”

About American Laser Centers

American Laser Centers is the largest and most successful provider of medical aesthetic services in the nation, with more than 160 locations in the United States. The company has performed more than 5.5 million medical aesthetic treatments since its founding in 2002. American Laser Centers offers clients Laser Hair Removal, Cellulite Reduction, Body Shaping, Skin Rejuvenation & Tightening, BOTOX®, Dermal Fillers, Skin Care Solutions and the Vivité Advanced Skin Care System, focused on the latest trends and technology in the industry. Visit us at <http://www.americanlaser.com> or follow us on [Facebook](#) and [Twitter](#).

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 employs approximately 7,400 associates at 50 locations worldwide.

Alliance Data is a leading provider of marketing-driven credit solutions, and is the parent company of Epsilon®, a leading provider of multi-channel, 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 you can follow us on Twitter at www.Twitter.com/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,” “estimate,” “expect,” “intend,” “predict,” “project” 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 the anticipated effects of the CARD Act and 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.

“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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