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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):

October 5, 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 October 5, 2010, Alliance Data Systems Corporation provided to market analysts an IR Update announcing that its Canadian coalition loyalty business has signed a multi-year renewal agreement with the Newfoundland and Labrador Liquor Corporation as a sponsor in the AIR MILES® Reward Program.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits

99.1 IR Update dated October 5, 2010 announcing an agreement with the Newfoundland and Labrador Liquor Corporation.

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

October 5, 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

Exhibit No.	Description
99.1	IR Update dated October 5, 2010 announcing an agreement with the Newfoundland and Labrador Liquor Corporation.

## Investor Relations Update

October 5, 2010

### **ALLIANCE DATA'S CANADIAN LOYALTY BUSINESS SIGNS LONG-TERM RENEWAL AGREEMENT WITH NEWFOUNDLAND AND LABRADOR LIQUOR CORPORATION**

- Alliance Data Systems Corporation (NYSE: ADS), a leading provider of loyalty and marketing solutions derived from transaction-rich data, today announced that its Canadian coalition loyalty business has signed a multi-year renewal agreement with the Newfoundland and Labrador Liquor Corporation (NLC) as a sponsor in the AIR MILES<sup>®</sup> Reward Program. A sponsor since 2006, NLC is a provincial crown corporation in Newfoundland and Labrador responsible for managing the importation, sale and distribution of beverage alcohol within the province.
- The AIR MILES Reward Program is Canada's premier coalition loyalty program, with approximately two-thirds of Canadian households actively collecting reward miles. AIR MILES collectors earn reward miles at more than 100 leading brand-name sponsors representing thousands of retail and service locations across Canada. AIR MILES reward miles can be redeemed for more than 1,200 different rewards, such as travel, movie passes, entertainment attractions, and electronic merchandise.
- NLC operates 24 Corporate Liquor Stores, services 118 Liquor Express agency operated locations and distributes to more than 1,700 licensees. NLC is also a manufacturer responsible for blending and bottling high-quality spirits destined for domestic and international markets.
- In its 2009/10 annual report, NLC announced that it attained its dividend budget of CDN \$124.0 million with net earnings of \$130.9 million.

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