
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):

July 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.)

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 July 8, 2010, Alliance Data Systems Corporation provided to market analysts an IR Update announcing that its Epsilon business has signed a multi-year renewal agreement with New York, N.Y.-based JPMorgan Chase to continue providing digital marketing services in support of JPMorgan Chase's Credit Card Services group.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.1 IR Update dated July 8, 2010 announcing an agreement with JPMorgan Chase.

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.

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

July 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	IR Update dated July 8, 2010 announcing an agreement with JPMorgan Chase.

July 8, 2010

**Alliance Data's Epsilon Signs Renewal Agreement with
JPMorgan Chase**

Alliance Data's Epsilon business announced today that it has signed a multi-year renewal agreement with New York, N.Y.-based JPMorgan Chase to continue providing digital marketing services in support of JPMorgan Chase's Credit Card Services group.

An Epsilon client since 2005, JPMorgan Chase is a leading global financial services firm with assets of \$2.1 trillion and operations in more than 60 countries. The U.S. consumer and commercial banking businesses serve customers under the Chase brand. Epsilon works with a number of business units within JPMorgan Chase, with Credit Card Services being the largest.

Epsilon provides email marketing campaign management including the set up and deployment of email campaigns. These campaigns include welcome messages, alerts, communications pertaining to the Ultimate Rewards credit card loyalty program, and Chase credit card partner offers.

In addition, Epsilon will continue providing strategic services to increase customer engagement with email campaigns and establish an enhanced customer experience.

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