
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):

September 14, 2006

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))
-

Item 7.01 Regulation FD Disclosure.

On September 14, 2006, Alliance Data Systems Corporation issued a press release announcing that it has signed a multi-year renewal agreement to continue providing private label credit card services for furniture retailer American Signature Inc. 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 September 14, 2006 announcing a multi-year renewal agreement to continue providing private label credit card services for furniture retailer American Signature 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, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Alliance Data Systems Corporation

September 14, 2006

By: *Edward J. Heffernan*

Name: Edward J. Heffernan

Title: Executive Vice President and Chief Financial Officer

Exhibit Index

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press release dated September 14, 2006 announcing a multi-year renewal agreement to continue providing private label credit card services for furniture retailer American Signature Inc.

Contact: Alliance Data**Ed Heffernan****Analysts/Investors****972.348.5191**

Ed.Heffernan@alliancedata.com

Shelley Whiddon – Media**972.348.4310**

Shelley.Whiddon@alliancedata.com

Michael Broidy**Schottenstein Stores Corporation****614.449.4200**

Michael.Broidy@vcf.com

**ALLIANCE DATA RENEWS MULTI-YEAR PRIVATE LABEL
CREDIT CARD SERVICES CONTRACT WITH FURNITURE RETAILER AND TOP-20 CLIENT AMERICAN
SIGNATURE
INC.**

DALLAS, Texas, Sept. 14, 2006 — Alliance Data Systems Corporation (NYSE: ADS), a leading provider of transaction services, credit services and marketing services, today announced that it has signed a multi-year renewal agreement to continue providing private label credit card services for leading furniture retailer American Signature Inc. A wholly-owned subsidiary of Schottenstein Stores Corporation, American Signature Inc. is a designer, manufacturer and retailer of high-quality, affordable home furnishings. American Signature Inc. operates its Value City Furniture, Rooms Today and American Signature Furniture branded stores in 128 retail locations throughout 17 states in the East Coast and Midwest. Ranked eighth on *Furniture Today's* listing of top 100 furniture retailers, American Signature Inc. posted sales of nearly \$1 billion in 2005 and has been a client since Alliance Data's inception in 1996.

Under terms of the agreement, Alliance Data will continue providing private label credit card services including account acquisition and activation; receivables funding; card authorization; private label credit card issuance; statement generation; remittance processing; customer service functions; and marketing services for American Signature.

“Our longstanding relationship with Alliance Data is due to their ability to thoroughly understand the dynamics of the furniture retail industry, and to consistently deliver solutions that meet our unique needs,” said Ed Cornell, chief financial officer, American Signature Inc. “Our private label credit card program plays a key role in our marketing and branding strategy, particularly in attracting a wider customer audience as we continue to expand our brands through the introduction of more upscale designs and updated merchandise. With Alliance Data's credit and marketing tools, we can provide our customers flexible credit options, which are vital to supporting our aggressive growth goals.”

“Alliance Data's integrated credit and marketing capabilities are critical to helping American Signature Inc. achieve its growth goals and maintain a superior customer experience as they evolve their brands,” said Ivan Szeftel, president of Retail Services for Alliance Data. “Alliance Data will continue to provide American Signature with a robust set of services that build customer loyalty, increase sales and assist in reaching new customer segments. We are excited to extend our decade-long relationship with American Signature and look forward to continuing to contribute to its success.”

About Alliance Data

Alliance Data (NYSE: ADS) is a leading provider of transaction services, credit services and marketing services, managing over 105 million consumer relationships for some of North America's most recognizable companies. Alliance Data creates and manages customized solutions that change consumer behavior and that enable its clients to build stronger, mutually beneficial relationships with their customers. Headquartered in Dallas, Alliance Data employs approximately 8,000 associates at more than 40 locations worldwide. For more information about the company, visit its web site, www.AllianceData.com.

About American Signature, Inc.

Based in Columbus, Ohio, American Signature, Inc. is one of the country's largest furniture retailers. In addition to owning and operating the retail chains, American Signature Furniture®, Value City Furniture®, and Rooms Today they also own the factories where most of their merchandise is produced. This guarantees factory direct savings. American Signature, Inc. is vertically integrated as the designer, manufacturer and retailer, so consumers can find exceptional quality furniture at about half of what they would expect to pay at other fine furniture stores. Merchandise includes home furnishings and decorative accessories with sales in excess of \$1 billion.

Alliance Data Systems' Safe Harbor Statement/Forward Looking Statements

This news 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 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 news release 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.

