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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 7, 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 7, 2010, Alliance Data Systems Corporation provided to market analysts an IR Update announcing that it has signed a long-term contract renewal with specialty home furnishings and accessories retailer Restoration Hardware, Inc.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits

99.1 IR Update dated October 7, 2010 announcing an agreement with Restoration Hardware, Inc.

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 7, 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 7, 2010 announcing an agreement with Restoration Hardware, Inc.

## Investor Relations Update

October 7, 2010

### **ALLIANCE DATA SIGNS LONG-TERM RENEWAL AGREEMENT WITH RESTORATION HARDWARE, INC.**

- 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 contract renewal with specialty home furnishings and accessories retailer Restoration Hardware, Inc. Alliance Data will continue to provide turnkey private label credit card services for Restoration Hardware's 114 stores nationwide, as well as for the retailer's catalog and online store.
- Restoration Hardware is the country's leading premium home furnishings brand, featuring vintage-inspired reproductions, and classic furnishings, textiles, accessories, and high-quality bathware. The company operates an e-commerce web site in the United States and Canada and mails the Restoration Hardware Home, Garden, Outdoor, Baby & Child, and Gift catalogs to millions of consumers throughout the year. Restoration Hardware also markets its brands to the interior design trade.
- Under the terms of the renewal agreement, Alliance Data will continue providing private label credit card services for Restoration Hardware including account acquisition and activation; receivables funding; card authorization; private label credit card issuance; statement generation; remittance processing; marketing services and customer service functions.

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