
**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 6, 2005**

ALLIANCE DATA SYSTEMS CORPORATION

(Exact Name of Registrant as Specified in Charter)

DELAWARE
(State or Other Jurisdiction
of Incorporation)

001-15749
(Commission
File Number)

31-1429215
(IRS Employer
Identification No.)

**17655 WATERVIEW PARKWAY
DALLAS, TEXAS 75252**
(Address and Zip Code of Principal Executive Offices)

(972) 348-5100
(Registrant's Telephone Number, including Area Code)

NOT APPLICABLE
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K 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
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act
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ITEM 7.01 Regulation FD Disclosure

On October 6, 2005, Alliance Data Systems Corporation (the “*Company*”) provided to market analysts an IR Update announcing that its Canadian loyalty business, which operates the AIR MILES® Reward Program, has renewed a multi-year agreement with the Liquor Control Board of Ontario. A copy of this IR Update is attached hereto as Exhibit 99.1.

ITEM 9.01 Financial Statements and Exhibits

(c) Exhibits

<u>EXHIBIT NUMBER</u>	<u>DESCRIPTION</u>
99.1	IR Update dated October 6, 2005 announcing that the Company’s Canadian loyalty business, which operates the AIR MILES® Reward Program, has renewed a multi-year agreement with the Liquor Control Board of Ontario.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Alliance Data Systems Corporation

Date: October 6, 2005

By: /s/ Edward J. Heffernan

Edward J. Heffernan
Executive Vice President and
Chief Financial Officer

EXHIBIT INDEX

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99.1	IR Update dated October 6, 2005 announcing that the Company's Canadian loyalty business, which operates the AIR MILES® Reward Program, has renewed a multi-year agreement with the Liquor Control Board of Ontario.



Investor Relations Update

Date: Thursday, Oct. 6, 2005

**ALLIANCE DATA SYSTEMS' CANADIAN LOYALTY BUSINESS
SIGNS MULTI-YEAR CONTRACT RENEWAL WITH ONTARIO GOVERNMENT ENTERPRISE**

- Alliance Data Systems' Canadian loyalty business, which operates the AIR MILES® Reward Program, has signed a long-term contract renewal with the Liquor Control Board of Ontario (LCBO), a top-10 AIR MILES Sponsor, and a Sponsor since 1998.
- In Ontario, the sale of alcohol is regulated by the provincial government and sold primarily through the government-owned LCBO, which is responsible for regulating the production, importation, distribution and sale of alcoholic beverages in the province.
- The LCBO is a provincial government enterprise employing 6,500 people, including part-time workers. It has 597 stores across Ontario, supplied by five regional warehouses. As reported by the LCBO, net sales in fiscal 2004-2005 reached \$3.5 billion (CDN), and the annual dividend hit a record \$1.115 billion — the 10th consecutive record dividend. In addition, the LCBO remitted \$329 million (CDN) in provincial sales tax to the Ontario government and an additional \$442 million (CDN) in federal excise taxes, customs duties, Goods and Services Tax (GST) and municipal taxes. These revenues, totaling \$1.9 billion (CDN), support a wide range of government social programs, services and capital projects.
- The AIR MILES Reward Program is Canada's premier coalition loyalty program. More than 70 percent of Canadian households — representing more than 15.4 million Canadians — actively collect AIR MILES reward miles at more than 100 leading brand-name Sponsors representing over 14,000 retail and service locations across Canada. AIR MILES reward miles can be redeemed for more than 800 different rewards, such as movie passes, family attractions, CDs and DVDs, electronic merchandise, sports and recreation, travel and more.
- This multi-year renewal demonstrates the important role the AIR MILES Reward Program plays regarding the LCBO's commitment to providing an enhanced in-store experience for its customers.

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