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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):

September 30, 2009

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 September 30, 2009, Alliance Data Systems Corporation issued a press release announcing that it has signed a multi-year agreement with business support services provider, Pacific Dental Services to provide patient financing and marketing services via a private label credit card program for dental and orthodontic procedures, performed in affiliated dental practices. 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 30, 2009 announcing an agreement with Pacific Dental Services.

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

September 30, 2009

By: *Edward J. Heffernan*

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*Name: Edward J. Heffernan*

*Title: President and Chief Executive Officer*

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Exhibit Index

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press release dated September 30, 2009 announcing an agreement with Pacific Dental Services.

## NEWS RELEASE

**Contact: Alliance Data**  
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**Pacific Dental Services**  
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### **ALLIANCE DATA SIGNS MULTI-YEAR AGREEMENT WITH PACIFIC DENTAL SERVICES**

#### ***Alliance Data to Provide Private Label Credit Card and Marketing Services to Facilitate Financing of Patient Procedures***

**DALLAS – Sept. 30, 2009** – 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 multi-year agreement with business support services provider, Pacific Dental Services (PDS) to provide patient financing and marketing services via a private label credit card program for dental and orthodontic procedures, performed in affiliated dental practices. Headquartered in Irvine, Calif., PDS provides its comprehensive business support services to a growing network of dental and orthodontic practices throughout California, Nevada, Arizona, Colorado and Texas. In 2008, PDS recorded revenues in excess of \$270 million, with nearly 2,500 employees and 170 affiliated dental practices. The company is on track to surpass \$300 million in revenue in 2009 across nearly 200 affiliated dental practices.

Under the terms of the agreement, Alliance Data will provide integrated private label credit card services, including receivables funding; credit authorization; statement generation; remittance processing; customer service functions; and marketing services in support of the private label credit card program. Additionally, Alliance Data will integrate account acquisition, authorization and settlement services into Pacific Dental's practice management system to allow for seamless account acquisition and patient financing.

"Since 1994, Pacific Dental Services has helped launch nearly 200 dental practices. This new private label credit card program drives brand value, while the integrated process is convenient for the patients at our affiliated dental practices. Providing patients with a quick and easy process to finance dental treatment as part of the sales cycle is critical in driving growth," said Stephen Thorne, president and founder, Pacific Dental Services. "Giving our network of 500 talented dentists the tools, technology and marketing support they need to grow their practices is the essence of our business, and we're excited about working with Alliance Data to expand those offerings to our affiliated dental practices."

"Pacific Dental Services is truly a progressive company—a thought-leader in the dental industry that is experiencing a growing demand for its services," said Ivan Szeftel, president of Retail Services for Alliance Data. "We're pleased to develop this partnership with Pacific Dental Services, which will greatly enhance the service offering for its affiliated dental practices, which already include technologically advanced operations, such as electronic dental records, digital x-rays, and "same day crown" CEREC™ technology. Our credit and marketing solutions will allow Pacific Dental Services to connect with their affiliated dental practices' patients in a new and meaningful way, increasing customer convenience and loyalty, while also driving growth."

#### **About Pacific Dental Services**

Pacific Dental Services (PDS) is the leader in providing business support services for dental practices for the western region of the United States. Since 1994, PDS has helped develop nearly 200 locations throughout California, Nevada, Arizona, Colorado and Texas. Today, PDS has nearly 2,500 employees and 500 affiliated dentists. For more information, please visit [www.PacificDentalServices.com](http://www.PacificDentalServices.com).

#### **About Alliance Data**

Alliance Data (NYSE: ADS) and its family of businesses is a leading provider of loyalty and marketing solutions derived from transaction-rich data. Through

the creation and deployment of customized solutions that measurably change consumer behavior, Alliance Data helps its clients to create and enhance customer loyalty to build stronger, mutually beneficial relationships with their customers. The Company manages millions of customer relationships for some of North America's largest and most recognizable brands, helping them grow their businesses and drive profitability. Headquartered in Dallas, Alliance Data employs approximately 7,000 associates at approximately 50 locations worldwide. Alliance Data is a leading provider of marketing-driven credit solutions, and is the parent company of Epsilon®, a leading provider of multi-channel, data-driven technologies and marketing services, and LoyaltyOne™, which owns and operates the AIR MILES® Reward Program, Canada's premier coalition loyalty program. For more information about the company, visit its web site, [www.AllianceData.com](http://www.AllianceData.com).

**Alliance Data's Safe Harbor Statement/Forward Looking Statements**

This 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 presentation 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.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: Statements in this presentation regarding Alliance Data Systems Corporation's business which are not historical facts are "forward-looking statements" that involve risks and uncertainties. For a discussion of such risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see "Risk Factors" in the Company's Annual Report on Form 10-K for the most recently ended fiscal year. Risk factors may be updated in Item 1A in each of the Company's Quarterly Reports on Form 10-Q for each quarterly period subsequent to the Company's most recent Form 10-K.

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