
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 12, 2007

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 12, 2007, Alliance Data Systems Corporation provided to market analysts an IR Update announcing that it has signed a multi-year renewal agreement with Forzani Group LTD. as a national sponsor in Alliance Data's Canadian AIR MILES® Reward Program. A copy of this IR Update is attached hereto as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.1 IR Update dated July 12, 2007 announcing a multi-year renewal agreement with Forzani Group LTD.

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 12, 2007

By: *Edward J. Heffernan*

Name: Edward J. Heffernan

Title: Executive Vice President and Chief Financial Officer

Exhibit Index

Exhibit No.	Description
99.1	IR Update dated July 12, 2007 announcing a multi-year renewal agreement with Forzani Group LTD.

DATE: July 12th

ALLIANCE DATA'S CANADIAN LOYALTY BUSINESS SIGNS MULTI-YEAR AGREEMENT WITH FORZANI GROUP LTD.

- Alliance Data announced today that Forzani Group LTD. (FGL) has signed a multi-year renewal agreement as a national sponsor in Alliance Data's Canadian AIR MILES® Reward Program. FGL is Canada's largest and only national sporting goods retailer.
- With 2006 revenues of more than \$1.2 billion, FGL operates 479 stores across Canada under four corporate brands and 10 franchise brands.
- FGL has been a sponsor in the AIR MILES Reward Program since July 1998. Customers can collect AIR MILES reward miles at four of Forzani's brands including Sport Chek, Coast Mountain Sports, Sports Experts and Hockey Experts.
- As Canada's premier coalition loyalty program, approximately two-thirds of Canadian households actively collect reward miles. AIR MILES collectors earn reward miles at more than 100 leading brand-name sponsors representing thousands of retail and service locations across Canada. AIR MILES reward miles can be redeemed for more than 800 different rewards, such as travel, movie passes, entertainment attractions, electronic merchandise and more.

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