

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):

April 2, 2013

**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.)

**7500 DALLAS PARKWAY, SUITE 700**

**PLANO, TEXAS 75024**

(Address and Zip Code of Principal Executive Offices)

**(214) 494-3000**

(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 April 2, 2013, Alliance Data Systems Corporation provided to market analysts an IR Update announcing that its Epsilon business has signed a multiyear renewal agreement with Guthy-Renker, one of the largest and most respected direct marketing companies in the world. A copy of this IR Update is attached hereto as Exhibit 99.1.

## **ITEM 9.01. Financial Statements and Exhibits**

(d) Exhibits

### **Exhibit No.   Document Description**

99.1            IR Update dated April 2, 2013 announcing an agreement with Guthy-Renker.

*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, 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: April 2, 2013

By: /s/ Charles L. Horn  
Charles L. Horn  
Executive Vice President and  
Chief Financial Officer

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**EXHIBIT INDEX**

**Exhibit No.   Document Description**

99.1          IR Update dated April 2, 2013 announcing an agreement with Guthy-Renker.

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# Investor Relations Update

**April 2, 2013**

**GUTHY-RENKER SIGNS RENEWAL AGREEMENT WITH EPSILON FOR DATABASE, DATA AND EMAIL MARKETING SERVICES**

Guthy-Renker, one of the largest and most respected direct marketing companies in the world – including brands such as Proactiv®, WEN®, X Out™, Meaningful Beauty and Sheer Cover – has signed a multiyear renewal agreement with Epsilon, an Alliance Data (NYSE: ADS) company. Epsilon will continue providing comprehensive database and permission-based email marketing services to help Guthy-Renker target and engage with their domestic and international customer base. In addition, Epsilon will provide demographic and category data to create a more complete profile of the individual customer and prospect to further improve customer acquisition and retention strategies, and marketing ROI. Under the terms of the renewal agreement, Epsilon will continue to host and manage Guthy-Renker’s database of customers and prospects, enabling Guthy-Renker to better segment and target existing customers, uncover cross- and up-sell opportunities, and effectively execute reactivation campaigns targeting former customers. Epsilon will also continue to leverage its deep data resources to help Guthy-Renker acquire new customers and enhance their view of their current base of customers.

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