
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 26, 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
-
-

ITEM 7.01. Regulation FD Disclosure

On October 26, 2005 Alliance Data Systems Corporation issued a press release announcing that its Loyalty and Marketing Services, which operates the AIR MILES® Reward Program, has signed a long-term contract renewal with Amex Bank of Canada to continue to offer Canadians its American Express AIR MILES Credit Cards. A copy of this press release is furnished as Exhibit 99.1.

ITEM 9.01. Financial Statements and Exhibits

(c) Exhibits

EXHIBIT NUMBER	DESCRIPTION
99.1	Press Release dated October 26, 2005 announcing the long-term contract renewal with Amex Bank of Canada.

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 26, 2005

By: /s/ Edward J. Heffernan

Edward J. Heffernan
Executive Vice President and
Chief Financial Officer

EXHIBIT INDEX

EXHIBIT NUMBER	DESCRIPTION
99.1	Press Release dated October 26, 2005 announcing the long-term contract renewal with Amex Bank of Canada.

FINAL

Contact: **Alliance Data**
Ed Heffernan
Analysts/Investors
972.348.5196
ehEFF@alldata.net

Shelley Whiddon — Media
972.348.4310
swhiddon@alldata.net

ALLIANCE DATA’S LOYALTY BUSINESS SIGNS LONG-TERM RENEWAL WITH AMEX BANK OF CANADA

Agreement Extends Significant AIR MILES Reward Program Relationship With American Express in Canada

DALLAS, Texas, Oct. 26, 2005 — Alliance Data Systems Corporation (NYSE:ADS), a leading provider of transaction services, credit services and marketing services, today announced that its Loyalty and Marketing Services, which operates the AIR MILES[®] Reward Program, has signed a long-term contract renewal with Amex Bank of Canada, a top-five AIR MILES Sponsor, to continue to offer Canadians its American Express AIR MILES Credit Cards.

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 important contract renewal with Amex Bank of Canada clearly illustrates the value and significance of the AIR MILES Reward Program to recognized leading organizations,” said John Scullion, president of Alliance Data’s Loyalty and Marketing Services. “It also highlights our ability to continue to work with long-term clients to assist them in pursuing their own growth strategies in highly competitive sectors.”

“The partnership we have with the AIR MILES Reward Program has been instrumental in growing our Cardmember base in Canada. By leveraging the strong attributes and widespread appeal of the Program we’ve been able to deliver exceptional value to our Cardmembers, resulting in greater levels of loyalty and increased frequency in using the

Card,” said Beth Horowitz, President and CEO of Amex Bank of Canada. “We look forward to our continued relationship as an AIR MILES Sponsor and to growing our business even further.”

About Alliance Data

Alliance Data is a leading provider of transaction services, credit services and marketing services, managing over 105 million consumer relationships for some of North America’s most recognizable companies. Alliance Data creates and manages customized solutions that change consumer behavior and that enable its clients to build stronger, mutually beneficial relationships with their customers. Headquartered in Dallas, Alliance Data employs approximately 7,500 associates at 35 locations in the United States and Canada. For more information about the company, visit its web site, www.AllianceDataSystems.com.

About Amex Canada

American Express in Canada operates as Amex Bank of Canada and Amex Canada Inc. Both are wholly owned subsidiaries of the New York based American Express Travel Related Services Company, Inc., the largest operating unit of the American Express Company. Amex Bank of Canada is the issuer of American Express Cards in Canada. Amex Canada Inc. operates the Corporate Travel, Travel Services Network and Travellers Cheque divisions in Canada. American Express opened its first offices in Toronto and Hamilton in 1853 and now employs more than 3,000 Canadians coast-to-coast. For more information, visit www.americanexpress.ca.

Alliance Data’s Safe Harbor Statement/Forward Looking Statements

This news 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 news release 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.

###