

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):  
**June 3, 2014**

**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 June 3, 2014, Alliance Data Systems Corporation provided to market analysts an IR Update announcing that its Epsilon business has signed a new, multiyear agreement with FordDirect. 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 June 3, 2014 announcing an agreement with FordDirect.

*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: June 3, 2014

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 June 3, 2014 announcing an agreement with FordDirect.

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# Investor Relations Update

June 3, 2014

**FORDDIRECT SIGNS MULTIYEAR AGREEMENT WITH EPSILON TO PROVIDE  
CONSUMERCONNECTION PLATFORM**

**Full Suite of Services Geared Toward Increasing Sales for Ford and Lincoln Dealers,  
Creating Stronger Customer Engagement throughout Vehicle Lifecycle**

Epsilon, an Alliance Data (NYSE: ADS) company, has signed a new, multiyear agreement with FordDirect. Epsilon will be the technology provider for ConsumerConnection, a multichannel marketing platform that enables dealers to deliver tailored communications to their customers and prospects at the right time and through the right channel.

FordDirect, based in Dearborn, Mich., is a joint venture between Ford Motor Company and its franchised dealers. FordDirect provides a comprehensive web solution for dealers that creates and deploys digital marketing and advertising services geared toward increasing sales and service business for Ford and Lincoln dealers. More than 3,000 Ford and Lincoln dealers use FordDirect for new and pre-owned marketing services; sales call tracking; customer lead management; dealer websites; search optimization and marketing; prospect and customer database marketing; marketing services for regional dealer advertising groups; and other marketing services.

Under the terms of the agreement, Epsilon will build and host the FordDirect customer relationship management database of millions of customers and prospects for the Ford and Lincoln brands. The solution will enable Ford and Lincoln dealers to drive deeper customer engagement and deliver over 100 million highly targeted communications annually across multiple marketing channels, including permission-based email, direct mail, mobile, and social. These messages include offers, service reminders, and other triggered lifecycle messages throughout the duration of the car's ownership.

ConsumerConnection leverages FordDirect data, Ford Motor Company data, and third party email appends to provide a 360-degree view of customers and prospects, including vehicle sales and service data. With this deep insight, ConsumerConnection helps Ford and Lincoln dealers reach their customers and prospects with personalized, relevant messages to increase customer engagement and loyalty.

ConsumerConnection also provides highly customizable creative assets that enable marketing campaign materials to be tailored at the national and dealer level. Additionally, ConsumerConnection provides dealers campaign strategy, customer segmentation and predictive modeling, and advanced analytics for measuring marketing ROI across all marketing channels.

"Epsilon expects this to be a substantial client relationship and has significantly increased staffing to ensure that FordDirect's dealers are up and running in a seamless fashion in 2014," said Bryan Kennedy, chief executive officer of Epsilon.

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