
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):

November 18, 2010

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.)

7500 Dallas Parkway, Suite 700, Plano, Texas

75024

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code:

(214) 494-3000

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))
-

Item 7.01 Regulation FD Disclosure.

On November 18, 2010, Alliance Data Systems Corporation provided to market analysts an IR Update announcing that its Epsilon business will work with Barclaycard US, the payments business of Barclays PLC in the United States, to provide permission-based email marketing services in support of new account acquisition and customer retention efforts.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.1 IR Update dated November 18, 2010 announcing an agreement with Barclaycard US.

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

November 18, 2010

By: *Charles L. Horn*

Name: Charles L. Horn

Title: Executive Vice President and Chief Financial Officer

Exhibit Index

Exhibit No.	Description
99.1	IR Update dated November 18, 2010 announcing an agreement with Barclaycard US.

Investor Relations Update

November 18, 2010

Alliance Data's Epsilon Signs New Agreement with Barclaycard US

Alliance Data's Epsilon business announced today that it will work with Barclaycard US, the payments business of Barclays PLC in the United States. Epsilon will provide permission-based email marketing services in support of new account acquisition and customer retention efforts.

Headquartered in Wilmington, Del., Barclaycard US creates customized, co-branded credit card programs for some of the country's most successful travel, entertainment, retail, affinity and financial institutions. The company employs 1,600 associates and was named a Top Workplace in Delaware in 2010.

Barclaycard, part of Barclays Global Retail Banking division, is a leading global payment business that helps consumers, retailers and businesses to make and accept payments flexibly, and to access short-term credit when needed. The company is one of the pioneers of new forms of payments, and is at the forefront of developing viable contactless and mobile payment options for today and cutting edge forms of payment for the future. It also issues credit and charge cards to corporate customers and the British Government. Barclaycard partners with a wide range of organizations across the globe to offer their customers or members payment options and credit.

Barclaycard operates in the United States, Europe, Africa and the Middle and Far East.

Barclaycard and Epsilon will jointly create customized email marketing messages targeting existing customers and prospects with a focus on retention and acquisition. These messages will include real-time, "triggered" messages that are highly relevant to the consumer.

A full-service email client, Barclaycard will rely on Epsilon to deploy announcements of credit line increases, bill pay notifications, balance transfer opportunities, usage and spending updates, cardholder activation reminders, and offers for value-add services such as account protector. Epsilon will also provide creative assistance and host the digital permissions page, where customers can adjust email preferences.

###