
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):

June 8, 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.)

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 June 8, 2010, Alliance Data Systems Corporation provided to market analysts an IR Update announcing that its Epsilon business has signed a multi-year renewal agreement with Washington, D.C.-based AARP to provide data and database marketing services in support of AARP's member acquisition program.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.1 IR Update dated June 8, 2010 announcing an agreement with AARP.

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

June 8, 2010

By: *Charles L. Horn*

Name: Charles L. Horn

Title: Executive Vice President and Chief Financial Officer

Exhibit Index

<u>Exhibit No.</u>	<u>Description</u>
99.1	IR Update dated June 8, 2010 announcing an agreement with AARP.

June 8, 2010**Alliance Data's Epsilon Signs Renewal Agreement with AARP**

Alliance Data's Epsilon business announced today that it has signed a multi-year renewal agreement with Washington, D.C.-based AARP to provide data and database marketing services in support of AARP's member acquisition program.

An Epsilon client since 1980, AARP is a nonprofit, nonpartisan membership organization, focused on helping people 50 and over improve their quality of life. With over 40 million members, AARP is the nation's largest membership organization for people 50+.

Epsilon facilitates AARP's marketing acquisition program, which is designed to acquire new members and re-engage lapsed members. Under terms of the renewal agreement, Epsilon will continue hosting AARP's prospect database, which also includes data provided by Epsilon. In addition, Epsilon conducts reporting, campaign management, analytics and targeting, and data integration to better identify and acquire new members. Ultimately, this solution enables AARP to better target and communicate with prospects and lapsed members through the direct mail channel.

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