
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):

April 8, 2008

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))
-

Item 7.01 Regulation FD Disclosure.

On April 8, 2008, Alliance Data Systems Corporation provided to market analysts an IR Update announcing a multi-year expansion agreement with Citicorp Credit Services, Inc., to design and implement a customized database marketing and analytic platform within Citi's ThankYou® Network. A copy of this IR Update is attached hereto as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.1 IR Update dated April 8, 2008 announcing a multi-year expansion agreement with Citicorp Credit Services, Inc.

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

April 8, 2008

By: *Edward J. Heffernan*

Name: Edward J. Heffernan

Title: Executive Vice President and Chief Financial Officer

Exhibit Index

Exhibit No.	Description
99.1	IR Update dated April 8, 2008 announcing a multi-year expansion agreement with Citicorp Credit Services, Inc.

April 8, 2008

**ALLIANCE DATA'S EPSILON SIGNS MULTI-YEAR EXPANSION AGREEMENT WITH CITICORP
CREDIT SERVICES, INC. TO
LAUNCH DATABASE MARKETING PLATFORM**

- Alliance Data's Epsilon business recently signed a multi-year expansion agreement with Citicorp Credit Services, Inc., to design and implement a customized database marketing and analytic platform within Citi's ThankYou® Network.
- Under the terms of the agreement, Epsilon will build a suite of integrated marketing solutions which will function as a marketing datamart, campaign management engine, analysis and reporting tool for the ThankYou® Network.
- This database marketing platform will accompany the loyalty application platform that Epsilon designed and built for the ThankYou® Network in 2006, and which powers the ThankYou® Network's points-based customer rewards program. Epsilon also hosts and maintains a website and customer interface for the redemption of ThankYou® Network rewards.
- Additionally, Epsilon currently provides Citicorp Credit Services, Inc. with a proprietary email marketing platform and strategic consulting services in support of the company's consumer credit card business, including permission-based email marketing and the delivery of transactional messages such as "statement is ready" notices.

###