
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):

August 5, 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

17655 Waterview Parkway, Dallas, Texas 75252

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 August 5, 2010, Alliance Data Systems Corporation provided to market analysts an IR Update announcing that it has signed a multi-year renewal agreement with Manitoba Liquor Control Commission as a sponsor in Alliance Data's Canadian loyalty business, AIR MILES® Reward Program.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.1 IR Update dated August 5, 2010 announcing an agreement with Manitoba Liquor Control Commission.

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

August 5, 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 August 5, 2010 announcing an agreement with Manitoba Liquor Control Commission.

Aug. 5, 2010

**ALLIANCE DATA'S CANADIAN LOYALTY BUSINESS SIGNS MULTI-YEAR RENEWAL AGREEMENT WITH
MANITOBA
LIQUOR CONTROL COMMISSION**

- Alliance Data Systems Corporation (NYSE: ADS), a leading provider of loyalty and marketing solutions derived from transaction-rich data, today announced that it has signed a multi-year renewal agreement with Manitoba Liquor Control Commission (MLCC) as a sponsor in Alliance Data's Canadian loyalty business, AIR MILES[®] Reward Program. A sponsor since 1998, this agreement represents the fourth time since MLCC joined the program that it has renewed its participation.
- The AIR MILES Reward Program is Canada's premier coalition loyalty program, with approximately two-thirds of Canadian households actively collecting reward miles. AIR MILES collectors earn reward miles at more than 100 leading brand-name sponsors representing thousands of retail and service locations across Canada. AIR MILES reward miles can be redeemed for more than 1,200 different rewards, such as travel, movie passes, entertainment attractions, and electronic merchandise.
- Manitoba Liquor Control Commission (MLCC) is an agency of the Province of Manitoba mandated with regulating, distributing and the sale of beverage alcohol in the province. Established in 1923, the MLCC is charged with the administration of The Liquor Control Act, including the general control, management and supervision of all liquor stores. The Act also empowers the MLCC to buy, import and sell liquor; control the possession, sale, transportation and delivery of liquor in accordance with the Act; and to determine the places in the province in which liquor stores will be established. The MLCC generates revenue for the provincial government to support programming in education, health care, social services and community projects.
- With annual sales of more than (CDN)\$580 million in fiscal 2009 and 50 stores across Manitoba, MLCC returned record profits of (CDN)\$229.2 million to the Government of Manitoba for fiscal 2009.
- The multi-year renewal between AIR MILES Reward Program and MLCC reflects both the continued soundness of the AIR MILES reward miles' value proposition and the positive impact such a long-term partnership delivers to the MLCC and its stakeholders.

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