
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 17, 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 August 17, 2010, Alliance Data Systems Corporation provided to market analysts an IR Update announcing that its Epsilon business has signed a multi-year expansion agreement with Unilever to host and manage their consumer database and provide integrated multichannel marketing services, including email and mobile communications.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.1 IR Update dated August 17, 2010 announcing an agreement with Unilever.

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 17, 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 August 17, 2010 announcing an agreement with Unilever.

August 17, 2010**Alliance Data's Epsilon Signs Expansion Agreement with Unilever**

Alliance Data's Epsilon business announced today that it has signed a multi-year expansion agreement with Unilever to host and manage their consumer database and provide integrated multichannel marketing services, including email and mobile communications. These services will focus on the U.S. and Canada.

Unilever is one of the world's largest consumer products companies. In the United States, the portfolio includes major brand icons such as Axe, Ben & Jerry's, Bertolli, Breyers, Caress, Country Crock, Degree, Dove personal care products, Hellman's, Klondike, Knorr, Lipton, Popsicle, Promise, Q-Tips, Skippy, Slim-Fast, Suave, Sunsilk and Vaseline. Unilever employs more than 10,000 people in the United States and generated over \$8 billion in sales in 2009.

Since 2003, Epsilon has provided permission-based email marketing services to Unilever for the purposes of driving consumer engagement, increasing product usage, and building consumer loyalty. Under the terms of the expansion agreement, Epsilon will now also host and manage Unilever's multichannel campaign database which contains tens of millions of Unilever's registered consumer records. These consumers opted-in to receive customized communications across dozens of brands in product categories such as food, home care, and personal care. Epsilon will provide customer data integration to identify, cleanse and bring together data from various Unilever data sources. In addition, Unilever will engage with Epsilon's strategic and analytic consulting group to uncover additional marketing opportunities and strategies.

The comprehensive database and email marketing program will focus on driving retail purchases and building brand loyalty. The goals of the program include streamlining campaign operations, improving direct marketing effectiveness, leveraging consumer data to improve message targeting, and managing consumer privacy concerns.

###