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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):

July 1, 2009

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 July 1, 2009, Alliance Data Systems Corporation provided to market analysts an IR Update announcing that its Epsilon business has signed an expansion agreement with leading pharmaceutical company Astra Zeneca to provide comprehensive database and permission-based email marketing solutions to now reach healthcare professionals. 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 July 1, 2009 announcing an agreement with Astra Zeneca.

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.

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**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

July 1, 2009

By: *Edward J. Heffernan*

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*Name: Edward J. Heffernan*

*Title: President and Chief Executive Officer*

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Exhibit Index

<u>Exhibit No.</u>	<u>Description</u>
99.1	IR Update dated July 1, 2009 announcing an agreement with Astra Zeneca.

## Investor Relations Update

July 1, 2009

### **Alliance Data's Epsilon Signs Expansion Agreement with AstraZeneca**

Alliance Data's Epsilon business announced today that it has signed an expansion agreement with leading pharmaceutical company Astra Zeneca to provide comprehensive database and permission-based email marketing solutions to now reach healthcare professionals.

AstraZeneca is a major international healthcare business engaged in the research, development, manufacture, and marketing of prescription pharmaceuticals and the supply of healthcare services to treat disorders in the gastrointestinal, cardiac and vascular, neurological and psychiatric, infection, respiratory, pathological inflammation, and oncology areas. The company posted 2008 sales of \$32 billion.

Since 2003, Epsilon has been supporting AstraZeneca's direct-to-consumer marketing initiatives for a number of leading pharmaceutical brands to help raise awareness and promote patient adherence to therapy. Services include managing AstraZeneca's consumer database and providing strategic and analytic consulting services associated with direct marketing and permission-based email education campaigns.

Under the terms of the expanded agreement, Epsilon will now also target healthcare providers on behalf of AstraZeneca. Specific services Epsilon will provide include database and permission-based email marketing services, data services, analytics and reporting functionality for the purpose of educating healthcare providers about top brands including Nexium, Seroquel and Symbicort. These activities will extend the reach of AstraZeneca's sales organization, improve healthcare provider education and information, and support new product launches.

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