

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):
October 16, 2017

ALLIANCE DATA SYSTEMS CORPORATION
(Exact Name of Registrant as Specified in Charter)

DELAWARE
(State or Other Jurisdiction
of Incorporation)

001-15749
(Commission
File Number)

31-1429215
(IRS Employer
Identification No.)

7500 DALLAS PARKWAY, SUITE 700
PLANO, TEXAS 75024
(Address and Zip Code of Principal Executive Offices)

(214) 494-3000
(Registrant's Telephone Number, including Area Code)

NOT APPLICABLE
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K 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
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01 Regulation FD Disclosure.

On October 16, 2017, Alliance Data Systems Corporation issued a press release announcing that its LoyaltyOne® Canadian loyalty business has signed a multi-year renewal agreement with Bank of Montreal, a founding partner of the AIR MILES® Reward Program, launched in 1992. A copy of this press release is attached hereto as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit No. Document Description

[99.1](#) Press release dated October 16, 2017 announcing an agreement with Bank of Montreal.

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, as amended, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Alliance Data Systems Corporation

Date: October 16, 2017

By: /s/ Charles L. Horn
Charles L. Horn
Executive Vice President and
Chief Financial Officer

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Document Description</u>
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99.1	Press release dated October 16, 2017 announcing an agreement with Bank of Montreal.
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**Contact:****Alliance Data****Tiffany Louder – Investor Relations****214-494-3048****tiffany.louder@alliancedata.com****Steve Balet – Analysts/Investors****FTI Consulting****212-850-5611****alliancedata@fticonsulting.com****Shelley Whiddon – Media****214-494-3811****shelley.whiddon@alliancedata.com**

**ALLIANCE DATA TOP-FIVE CLIENT BANK OF MONTREAL RENEWS WITH
LOYALTYONE®**

Agreement extends credit card and retail banking partnership with the AIR MILES® Reward Program

PLANO, TX (October 16, 2017) – Alliance Data Systems Corporation (NYSE: ADS), a leading provider of loyalty and marketing solutions, announced today that its LoyaltyOne® Canadian loyalty business has signed a multi-year renewal agreement with Bank of Montreal (BMO), a founding partner of the AIR MILES Reward Program, launched in 1992. BMO will continue to issue AIR MILES reward miles to consumer and business customers through its various BMO Mastercard products and debit spend within the BMO AIR MILES Banking Plan.

Established in 1817, and currently marking its 200th year of operations, BMO Financial Group (TSE:BMO) is a highly diversified financial services provider based in North America, with total assets of \$709 billion (CDN) as of July 31, 2017.

"We're proud of our long-standing partnership with BMO, our largest AIR MILES partner, and will work closely with the bank to drive and deliver exceptional value for our Collectors, build on our solid foundation and explore new opportunities for issuance growth in Canada's dynamic banking and credit card loyalty marketplace," said Bryan Pearson, president and chief executive officer at LoyaltyOne, operator of the AIR MILES Reward Program.

About Bank of Montreal

Established in 1817, and currently marking its 200th year of operations, BMO Financial Group is a highly diversified financial services provider based in North America. With total assets of \$709 billion as of July 31, 2017 and over 45,000 employees, BMO provides a broad range of retail banking, wealth management and investment banking products and services to more than 12 million customers and conducts business through three operating groups: Personal and Commercial Banking, Wealth Management and BMO Capital Markets.

About AIR MILES Reward Program

The AIR MILES Reward Program is Canada's premier coalition loyalty program with more than 10 million active Collector Accounts, representing approximately two-thirds of all Canadian households. AIR MILES Collectors get Miles at more than 200+ leading brand-name Partners across the country at thousands of retail and service locations and online. It is the only loyalty program of its kind to give Collectors the flexibility and choice to use Miles on aspirational Rewards, such as Merchandise, Travel, Events or Attractions, or instantly, in stores or online, through AIR MILES Cash at participating Partner locations. The AIR MILES Perks feature also gives Collectors the opportunity to get discounts and perks on exciting activities, which include Dining, Shopping, Travel, Entertainment, Leisure, and Sports, just for having an AIR MILES Card. AIR MILES is a LoyaltyOne business, part of Alliance Data, a Fortune 500 company and global leader in data-driven loyalty solutions. For more information, visit www.airmiles.ca.

About Alliance Data

Alliance Data[®] (NYSE: ADS) is a leading global provider of data-driven marketing and loyalty solutions serving large, consumer-based industries. The Company creates and deploys customized solutions, enhancing the critical customer marketing experience; the result is measurably changing consumer behavior while driving business growth and profitability for some of today's most recognizable brands. Alliance Data helps its clients create and increase customer loyalty through solutions that engage millions of customers each day across multiple touch points using traditional, digital, mobile and emerging technologies. An S&P 500 and Fortune 500 company headquartered in Plano, Texas, Alliance Data consists of three businesses that together employ more than 17,000 associates at approximately 100 locations worldwide.

Alliance Data's card services business is a leading provider of marketing-driven branded credit card programs. Epsilon[®] is a leading provider of multichannel, data-driven technologies and marketing services, and also includes Conversant[®], a leader in personalized digital marketing. LoyaltyOne[®] owns and operates the AIR MILES[®] Reward Program, Canada's premier coalition loyalty program, and Netherlands-based BrandLoyalty, a global provider of tailor-made loyalty programs for grocers.

Investor information about Alliance Data's businesses may be found here.

Follow Alliance Data on Twitter, Facebook, LinkedIn and YouTube.

Forward-Looking Statements

This release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Forward-looking statements give our expectations or forecasts of future events and can generally be identified by the use of words such as "believe," "expect," "anticipate," "estimate," "intend," "project," "plan," "likely," "may," "should" or other words or phrases of similar import. Similarly, statements that describe our business strategy, outlook, objectives, plans, intentions or goals also are forward-looking statements.

We believe that our expectations are based on reasonable assumptions. Forward-looking statements, however, are subject to a number of risks and uncertainties that could cause actual results to differ materially from the projections, anticipated results or other expectations expressed in this release, and no assurances can be given that our expectations will prove to have been correct. These risks and uncertainties include, but are not limited to, factors set forth in the Risk Factors section in our Annual Report on Form 10-K for the most recently ended fiscal year, which may be updated in Item 1A of, or elsewhere in, our Quarterly Reports on Form 10-Q filed for periods subsequent to such Form 10-K.

Our forward-looking statements speak only as of the date made, and we undertake no obligation, other than as required by applicable law, to update or revise any forward-looking statements, whether as a result of new information, subsequent events, anticipated or unanticipated circumstances or otherwise.

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