
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 26, 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))
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Item 7.01 Regulation FD Disclosure.

On August 26, 2010, Alliance Data Systems Corporation issued a press release announcing that it has signed a multi-year agreement with David's Bridal, Inc., the nation's leading retailer of bridal and special occasion attire, to provide private label credit card services for both David's Bridal and Priscilla of Boston. A copy of this press release is attached hereto as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.1 Press release dated August 26, 2010 announcing an agreement with David's Bridal, Inc.

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 26, 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	Press release dated August 26, 2010 announcing an agreement with David's Bridal, Inc.

NEWS RELEASE

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ALLIANCE DATA SIGNS MULTI-YEAR AGREEMENT **WITH DAVID'S BRIDAL**

Alliance Data to Provide Private Label Credit Card and Marketing Services for Nation's Largest Specialty Retailer of Bridal Gowns and Accessories

DALLAS – August 26, 2010 – Alliance Data Systems Corporation (NYSE: ADS), a leading provider of loyalty and marketing solutions derived from transaction-rich data, today announced it has signed a multi-year agreement with David's Bridal, Inc., the nation's leading retailer of bridal and special occasion attire. David's Bridal enables its customers to coordinate all aspects of their wedding or special event at one convenient location, offering exclusive bridal attire collections, as well as accessories, party and special occasion dresses, invitations, gifts and favors. In addition, through its extensive partner network, David's Bridal also facilitates the coordination of tuxedo rentals, honeymoon planning and photography services. The company offers personalized service to its customers in more than 300 stores nationwide, as well as 24-7 shopping and wedding coordination online at davidsbridal.com. With over a third of the nation's brides purchasing their gowns at David's Bridal, it has become a clear leader in the wedding industry – and beyond.

Headquartered in Conshohocken, Pa., David's Bridal is also the parent company of Priscilla of Boston, a couture bridal and special occasion attire retailer specializing in high end designer collections in 19 stores nationwide.

Under terms of the agreement, Alliance Data will provide private label credit card services for both David's Bridal and Priscilla of Boston, including account acquisition and activation; receivables funding; card authorization; private label credit card issuance; statement generation; remittance processing; customer service functions; and marketing services.

As part of this private label credit card program, Alliance Data will provide customized marketing communications in support of the card program that are designed to create long-lasting and more engaging customer relationships. As an example, cardholders will receive targeted messages via monthly billing statements throughout their wedding planning process that include welcome kits, appointment reminders, notices of special promotions, and more. Following the big event, lifestyle marketing could also include communications promoting formal/cocktail attire for other special occasions. Through more relevant and targeted statement communications, the program will support David's Bridal's goals to further enhance its customer relationships, making the brand their go-to destination for all special occasion and party dress needs.

"We believe that by partnering with Alliance Data, we will be able to better assist our customers when making important purchases for milestone occasions like weddings. Through collaborative and strategic direct marketing efforts, it also allows us to establish stronger relationships with our customers that will hopefully increase the likelihood of them coming back to us for future special occasion dress needs," said Senior Vice President and Treasurer Philip Galbo of David's Bridal, Inc. "Through these branded card programs, we're providing greater value to our customers at both David's Bridal and Priscilla of Boston."

"David's Bridal is truly a category leader with a rich history of providing their customers with an ideal one-stop shop for creating memorable, meaningful life events," said Ivan Szeftel, president of Retail Services for Alliance Data. "We're excited to partner with them, and to support David's Bridal's goal of continuing to expand outside bridal, while bringing greater value to every customer. Our robust suite of credit and marketing services will help enhance their marketing and merchandising strategies, as well as allow them to communicate with their existing and prospective customers in ways that move beyond simple transactions to building and strengthening customer loyalty."

About David's Bridal

With more than 50 years of bridal experience, David's Bridal understands the importance of providing brides-to-be with a vast selection of exquisitely crafted dresses, available at affordable prices. Today, with over 300 locations nationwide, David's Bridal continues to expand its retail store locations, while

maintaining its philosophy of superior quality, value and service. To locate a store nearby, consumers can call 1-877-693-BRIDE or visit www.davidsbridal.com.

About Alliance Data

Alliance Data (NYSE: ADS) and its combined businesses is North America's largest and most comprehensive provider of transaction-based, 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 other emerging technologies. Headquartered in Dallas, Alliance Data employs approximately 7,400 associates at 50 locations worldwide.

Alliance Data is a leading provider of marketing-driven credit solutions, and is the parent company of Epsilon®, a leading provider of multi-channel, data-driven technologies and marketing services, and LoyaltyOne™, which owns and operates the AIR MILES® Reward Program, Canada's premier coalition loyalty program. For more information about the company, visit our web site, www.AllianceData.com, or you can follow us on Twitter at www.Twitter.com/AllianceData.

Alliance Data's Safe Harbor Statement/Forward Looking Statements

This release may contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Such statements may use words such as "anticipate," "believe," "estimate," "expect," "intend," "predict," "project" and similar expressions as they relate to us or our management. When we make forward-looking statements, we are basing them on our management's beliefs and assumptions, using information currently available to us. Although we believe that the expectations reflected in the forward-looking statements are reasonable, these forward-looking statements are subject to risks, uncertainties and assumptions, including the anticipated effects of the CARD Act and those discussed in our filings with the Securities and Exchange Commission.

If one or more of these or other risks or uncertainties materialize, or if our underlying assumptions prove to be incorrect, actual results may vary materially from what we projected. Any forward-looking statements contained in this presentation reflect our current views with respect to future events and are subject to these and other risks, uncertainties and assumptions relating to our operations, results of operations, growth strategy and liquidity. We have no intention, and disclaim any obligation, to update or revise any forward-looking statements, whether as a result of new information, future results or otherwise.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: Statements in this presentation regarding Alliance Data Systems Corporation's business which are not historical facts are "forward-looking statements" that involve risks and uncertainties. For a discussion of such risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see "Risk Factors" in the Company's Annual Report on Form 10-K for the most recently ended fiscal year. Risk factors may be updated in Item 1A in each of the Company's Quarterly Reports on Form 10-Q for each quarterly period subsequent to the Company's most recent Form 10-K.

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