

---

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):  
November 17, 2016

**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
-

**Item 7.01 Regulation FD Disclosure.**

On November 17, 2016, Alliance Data Systems Corporation issued a press release announcing that its Epsilon business has been named agency of record for GIA (Gemological Institute of America), the world's foremost authority in gemology, for its consumer outreach campaign following a multi-month review process conducted by Bob Wolf Partners/TPG. 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 November 17, 2016.

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: November 17, 2016

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

---

EXHIBIT INDEX

**Exhibit No.**    **Document Description**

99.1            Press release dated November 17, 2016.

---



**EPSILON**

**NEWS RELEASE**
**Contact: Alliance Data**
**Tiffany Louder – Investor Relations**
**Alliance Data**
**214.494.3048**
[tiffany.louder@alliancedata.com](mailto:tiffany.louder@alliancedata.com)
**Shelley Whiddon – Media**
**214.494.3811**
[Shelley.whiddon@alliancedata.com](mailto:Shelley.whiddon@alliancedata.com)
**Epsilon**
**Britta Petersen – Media**
**773-796-5434**
[Britta.petersen@epsilon.com](mailto:Britta.petersen@epsilon.com)
**GIA**
**Stephen B. Morisseau**
**760.603.4411**
[Stephen.morisseau@gia.edu](mailto:Stephen.morisseau@gia.edu)

**GIA NAMES EPSILON AS AGENCY OF RECORD FOR CONSUMER  
OUTREACH CAMPAIGN**

*Epsilon to Increase Consumer Awareness and Create Efficiencies in Media Spend  
Through Integrated Marketing Plan*

PLANO, TX – November 17, 2016 – Epsilon®, an Alliance Data (NYSE: ADS) company, today announced that it has been named agency of record for GIA (Gemological Institute of America), the world's foremost authority in gemology, for its consumer outreach campaign following a multi-month review process conducted by Bob Wolf Partners/TPG.

Established in 1931, GIA is a public-benefit, nonprofit 501(c)(3) organization dedicated to ensuring the public trust in gems and jewelry through research, education and laboratory services. The Institute is the creator of the 4Cs (color, clarity, cut and carat weight) of diamond quality and the International Diamond Grading System™, used by virtually every jeweler in the world today. GIA provides a range of education programs, including the Graduate Gemologist diploma, considered the industry's highest professional credential. Today, GIA has a presence in 15 cities around the world – all of the major gem and jewelry centers. Its world headquarters is in Carlsbad, CA.

Epsilon will develop an integrated campaign designed to create emotional connection with consumers and build awareness for GIA's 4Cs, International Diamond Grading System™, and Diamond Grading Reports. Epsilon will oversee creative, media, digital marketing, social media and materials for GIA's retail support program, educating global consumers and retailers about fine gems and other jewelry.

---

"In today's increasingly complex digital landscape, it's important to understand what drives consumers, and how to communicate to them in a meaningful way," said Kathryn Kimmel, senior vice president and chief marketing officer at GIA. "We engaged Epsilon knowing they could deliver on three key initiatives: developing creative that speaks to our target consumers, transforming GIA's digital footprint and creating efficiencies in media spend."

"Epsilon has the data required to elevate GIA's advertising program, ensuring it creates an emotional, precise connection with its target audience," said Bryan Kennedy, chief executive officer, Epsilon/Conversant. "We're excited to have the opportunity to educate both retailers and consumers about GIA, while helping the institution transform its integrated marketing offerings across the globe."

#### **About GIA**

An independent nonprofit organization, GIA (Gemological Institute of America), established in 1931, is recognized as the world's foremost authority in gemology. GIA invented the famous 4Cs of Color, Clarity, Cut and Carat Weight in the early 1950s and in 1953, created the International Diamond Grading System™ which, today, is recognized by virtually every professional jeweler in the world.

Through research, education, gemological laboratory services and instrument development, the Institute is dedicated to ensuring the public trust in gems and jewelry by upholding the highest standards of integrity, academics, science and professionalism.

#### **About Epsilon**

Epsilon is a global leader in creating connections between people and brands. An all-encompassing global marketing company, we harness the power of rich data, groundbreaking technologies, engaging creative and transformative ideas to get the results our clients require. Recognized by Ad Age as the #1 World's Largest CRM/Direct Marketing Network, #1 Largest U.S. Agency from All Disciplines and #1 Largest U.S. Mobile Marketing Agency, Epsilon employs over 7,000 associates in 70 offices worldwide. Epsilon is an Alliance Data company. For more information, visit [www.epsilon.com](http://www.epsilon.com), follow us on Twitter @EpsilonMktg or call 1.800.309.0505.

#### **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 16,000 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 holds a majority interest in Netherlands-based BrandLoyalty, a global provider of tailor-made loyalty programs for grocers.

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.

###