
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):

September 10, 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 September 10, 2009, Alliance Data Systems Corporation issued a press release announcing that its Epsilon subsidiary has signed a multi-year extension agreement with New York-based Reed Business Information US to continue providing permission-based email marketing services. 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 September 10, 2009 announcing an agreement with Reed Business Information US.

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

September 10, 2009

By: *Edward J. Heffernan*

Name: Edward J. Heffernan

Title: President and Chief Executive Officer

Exhibit Index

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press release dated September 10, 2009 announcing an agreement with Reed Business Information US.

Contact: **Alliance Data**
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REED BUSINESS INFORMATION RENEWS RELATIONSHIP WITH LEADING MARKETING SERVICES FIRM
EPSILON

Epsilon to Continue Providing Permission-Based Email Marketing Services to Drive Customer Retention, Engagement

DALLAS, Texas (Sept. 10, 2009) – Alliance Data Systems Corporation (NYSE: ADS), a leading provider of loyalty and marketing solutions derived from transaction-rich data, today announced that its Epsilon subsidiary has signed a multi-year extension agreement with New York-based Reed Business Information US (RBI) to continue providing permission-based email marketing services.

An Epsilon email client since 2001, RBI is a publishing company that produces cross-platform media, print, digital and custom content and events for business professionals across a number of B-to-B industries in North America. RBI is North America's largest business-to-business information provider, with more than 80 market-leading publications and websites such as *Publishers Weekly*, *Variety*, *Electronic Business*, *Building Design + Construction*, and *Casual Living*, among many others.

Epsilon, the leading U.S. direct marketing agency, will continue to provide permission-based email marketing services and support to hundreds of RBI brand managers responsible for marketing specific publications, e-newsletters and targeted email messages to subscribers in the United States and Canada as well as email communications sent on behalf of RBI's advertising partners. Services provided by Epsilon include email deployment, deliverability management, reporting and measurement. Utilizing Epsilon's industry-leading solution, RBI's brand managers deploy thousands of tailored email campaigns per month to millions of business professionals, delivering targeted digital communications that drive traffic to its publication and advertisers' sites. These campaigns also serve as an effective lead generation and customer retention vehicle, providing valuable content to subscribers and increasing their loyalty to RBI, and their numerous business partners and clients.

"Reed Business Information relies on Epsilon's platform and their team of experts to reach our niche audiences, via customized campaigns initiated by hundreds of brand users in a timely, and often breaking-news, manner," said Rick Kasper, Vice President of Operations: Email, Data Products & Audience Support at Reed Business Information. "Epsilon is committed to providing RBI with a competitive edge in technology solutions and reliable delivery to meet the demands of our advertisers and audience."

Bryan Kennedy, president of Epsilon, said, "We are pleased with Reed Business Information's decision to renew our long-standing relationship. Epsilon understands the critical nature of the news and information business, and the need to connect with customers in real-time with the most relevant messages. Our technology and commitment to customer service make it possible for seamless execution of measurable campaigns for clients like Reed Business Information."

About Reed Business Information US

Reed Business Information (www.reedbusiness.com/us) is North America's largest business-to-business information provider with more than 80 market-leading publications and Websites, as well as custom publishing, directories, research and direct marketing lists. Reed Business Information is part of Reed Elsevier (NYSE: RUK and ENL), a world leading provider of professional information and workflow solutions in the Science, Medical, Legal, Risk Management and Business sectors.

About Epsilon

Epsilon is the industry's leading marketing services firm. Ad Age ranks Epsilon #1 U.S. Direct Marketing Agency. Services include strategic consulting, database and loyalty technology, proprietary data, predictive modeling and a full range of creative and interactive services including brand and promotional

development, web design, email deployment, search engine optimization and direct mail production. In addition, Epsilon is the world's largest permission-based email marketer. Epsilon is an Alliance Data company. For more information, visit www.epsilon.com or call 1.800.309.0505.

About Alliance Data

Alliance Data (NYSE: ADS) and its family of businesses is a leading provider of loyalty and marketing solutions derived from transaction-rich data. Through the creation and deployment of customized solutions that measurably change consumer behavior, Alliance Data helps its clients to create and enhance customer loyalty to build stronger, mutually beneficial relationships with their customers. The Company manages millions of customer relationships for some of North America's largest and most recognizable brands, helping them grow their businesses and drive profitability. Headquartered in Dallas, Alliance Data employs approximately 7,000 associates at approximately 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 its web site, www.AllianceData.com.

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 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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