

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):
May 22, 2013

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
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ITEM 7.01. Regulation FD Disclosure

On May 22, 2013, Alliance Data Systems Corporation provided to market analysts an IR Update announcing that Alliance Data Retail Services has agreed to provide a dental services-related, marketing-driven private label credit program to be branded Dental First Financing. A copy of this IR Update is attached hereto as Exhibit 99.1.

ITEM 9.01. Financial Statements and Exhibits

(d) Exhibits

Exhibit**No. Document Description**

99.1 IR Update dated May 22, 2013.

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.

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: May 22, 2013

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

EXHIBIT INDEX

Exhibit
No.

Document Description

99.1

IR Update dated May 22, 2013.



Investor Relations Update

ALLIANCE DATA SIGNS NEW MULTIYEAR AGREEMENTS TO PROVIDE PRIVATE LABEL CREDIT SERVICES FOR DENTAL OFFICE LOCATIONS

Alliance Data Retail Services, an Alliance Data company (NYSE: ADS), has agreed to provide a dental services-related, marketing-driven private label credit program to be branded Dental First Financing. To date, professional corporations representing 114 dental office locations in 7 states have signed multiyear agreements with Alliance Data to participate in the program.

Each location offers a full range of dental services from preventive care and general dentistry to restorative procedures under the Aspen Dental trade name.

Through this new Dental First Financing credit program, Alliance Data will provide full account service and benefits such as extended payment plans with deferred interest and attractive rates, no annual fee, online account management, award-winning customer care, and customized marketing communications designed to engender patient loyalty.

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