
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):

July 13, 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.)

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 July 13, 2010, Alliance Data Systems Corporation provided to market analysts an IR Update announcing that its Epsilon business has signed a multi-year expansion agreement with Dell Inc. to advance its strategic email marketing program in support of the small and medium business division.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.1 IR Update dated July 13, 2010 announcing an agreement with Dell Inc.

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

Alliance Data Systems Corporation

July 13, 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	IR Update dated July 13, 2010 announcing an agreement with Dell Inc.

July 13, 2010

Alliance Data's Epsilon Signs Expansion Agreement with Dell Inc.

Alliance Data's Epsilon business announced today that it has signed a multi-year expansion agreement with Dell, Inc. to advance its strategic email marketing program in support of the small and medium business division (SMB).

Under the terms of the agreement, Epsilon will support email deployment in a self-service capacity by providing Dell Inc. access to its email marketing platform. This platform will enable Dell Inc. Global SMB marketing to deploy retention-based communications to their existing customers. Email communications will be comprised of targeted offers based on preferences and past purchase behavior as well as welcome messages for new client on-boarding. Epsilon will also build and host Dell Inc.'s email subscription center, which allows customers and prospects to sign up for Dell Inc. communications and select preferences for how they wish to receive these communications.

This agreement expands an already existing relationship between Epsilon and Dell Inc. in North America, the Asia-Pacific region (APAC), and Europe, the Middle East and Africa (EMEA). Epsilon currently provides strategic database marketing services for Dell Inc. in both the United States and Canada. These services include database management and campaign management support for Dell Inc.'s direct marketing activities. Additionally, Epsilon provides analytic services which are leveraged for Dell Inc.'s SMB marketing programs. In APAC and EMEA, Epsilon provides Dell Inc. strategic email marketing support for its various lines of business.

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