

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):
February 28, 2019

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

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01 Regulation FD Disclosure.

On February 28, 2019, Alliance Data Systems Corporation issued a press release announcing that its Columbus, Ohio-based card services business, a premier provider of branded private label, co-brand and business card programs, has signed a new long-term agreement to provide private label, and co-brand credit card services for Houzz Inc., the world's leading platform for home remodeling and design. 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 February 28, 2019 announcing an agreement with Houzz 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, 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: February 28, 2019

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

**NEWS RELEASE****Contacts: Investors/Analysts**

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**ALLIANCE DATA SIGNS NEW CREDIT SERVICES AGREEMENT WITH
HOZZ, THE LEADING PLATFORM FOR HOME RENOVATION AND
DESIGN**

- *Alliance Data's card services business selected to provide private label, co-brand and business credit card services*
- *Credit card program will seamlessly integrate into the Houzz best-in-class user experience with credit offerings available for both consumers and home professionals on Houzz*
- *Houzz is a leader in the massive home goods and services market with a community of more than 40 million homeowners, home design enthusiasts and home improvement professionals around the world*

Plano, TX, February 28, 2019 – Alliance Data Systems Corporation (NYSE: ADS), a leading global provider of data-driven marketing and loyalty solutions, today announced its Columbus, Ohio-based card services business, a premier provider of branded private label, co-brand and business card programs, has signed a new long-term agreement to provide private label, and co-brand credit card services for Houzz Inc., the world's leading platform for home remodeling and design. Alliance Data will provide both private label and co-brand credit card services for Houzz consumers. Additionally, Alliance Data has been selected to provide business credit card services for home professionals on Houzz.

Houzz provides the only end-to-end solution for people renovating or designing their homes where they can get design inspiration, find and hire home professionals and shop for products and materials to complete their projects. Over 2.3 million home professionals in more than 65 categories, including designers, architects, contractors and more, use Houzz to showcase their work, build their brands and reach new clients.

“We are excited to partner with Alliance Data, given their deep expertise in our industry and in building innovative payment options,” said Alon Cohen, Houzz president and cofounder. “With the addition of Alliance Data’s credit card services, we are making it easier for Houzz users to finance purchases and services for their homes. The Houzz community will be able to seamlessly unlock financing options while they’re getting inspired, buying products, finding and collaborating with the perfect architect, designer or contractor.”

With Alliance Data’s offerings, Houzz will be able to enhance their end-to-end solution by offering credit at key decision-making points throughout the customer journey. Alliance Data will deliver a loyalty-driven credit card program for the Houzz community of 40 million homeowners, home design enthusiasts, and home improvement professionals that will seamlessly integrate into their best-in-class user experience.

“Houzz has built an exceptional online platform with today’s consumer in mind and we are pleased to partner with a leader in the space, expanding our presence in the growing home goods and services category,” said Melisa Miller, president of Alliance Data’s card services business. “Houzz delivers the best possible shopping experience for home design and renovations – from picking out a new nightstand to a complete kitchen remodel. We look forward to partnering with Houzz to provide a suite of branded marketing and credit programs to help extend and strengthen brand loyalty and sales.”

About Houzz

Houzz is the leading platform for home renovation and design, providing people with everything they need to improve their homes from start to finish – online or from a mobile device. From decorating a small room to building a custom home and everything in between, Houzz connects millions of homeowners, home design enthusiasts and home improvement professionals across the country and around the world. With the largest residential design database in the world and a vibrant community empowered by technology, Houzz is the easiest way for people to find inspiration, get advice, find products and hire the professionals they need to help turn their ideas into reality. Headquartered in Palo Alto, Calif., Houzz also has international offices in London, Berlin, Sydney, Moscow, Tel Aviv and Tokyo. Houzz is a registered trademark of Houzz Inc. worldwide. For more information, visit www.houzz.com.

About Alliance Data’s card services business

Based in Columbus, Ohio, Alliance Data’s card services business develops market-leading private label, co-brand, and business credit card programs for many of the world’s most recognizable brands. Through our branded credit programs, we help build more profitable relationships between our partners and their cardmembers, and drive lasting loyalty.

Using the industry’s most comprehensive and predictive data set, advanced analytics, and broad-reaching capabilities, Alliance Data’s card services business has been helping partners increase sales and provide greater value to their cardmembers since 1986. We are proud to be part of the Alliance Data enterprise (NYSE: ADS), an S&P 500, FORTUNE 500 and FORTUNE 100 Best Companies to Work For company headquartered in Plano, Texas. To learn more, visit KnowMoreSellMore.com, follow us on Twitter @Know_SellMore, and connect with us on LinkedIn at Alliance Data card services.

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, FORTUNE 500 and FORTUNE 100 Best Companies to Work For company headquartered in Plano, Texas, Alliance Data consists of three businesses that together employ approximately 20,000 associates at more than 100 locations worldwide.

Alliance Data's card services business is a provider of market-leading private label, co-brand, and business 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 most recognized loyalty program, and Netherlands-based BrandLoyalty, a global provider of tailor-made loyalty programs for grocers.

Follow Alliance Data on Twitter, Facebook, LinkedIn, Instagram and YouTube.

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