
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):

March 24, 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 March 24, 2009, Alliance Data Systems Corporation provided to market analysts an IR Update announcing that it had signed a multi-year agreement with patient financing provider Springstone Financial, LLC, to provide patient financing for dental and orthodontic procedures. A copy of this IR Update is attached hereto as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.1 IR Update dated March 24, 2009 announcing an agreement with Springstone Financial, LLC.

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

March 24, 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	IR Update dated March 24, 2009 announcing an agreement with Springstone Financial, LLC.

Investor Relations Update

March 24, 2009

ALLIANCE DATA SIGNS MULTI-YEAR CONTRACT WITH SPRINGSTONE FINANCIAL, LLC

- Alliance Data Systems Corporation (NYSE: ADS), a leading provider of loyalty and marketing solutions derived from transaction-rich data, today announced it has signed a multi-year agreement with patient financing provider SpringstoneSM Financial, LLC, to provide patient financing for dental and orthodontic procedures.
- Headquartered in Southborough, Mass., SpringstoneSM (www.springstoneplan.com) offers patient financing for dental and orthodontic procedures to a rapidly growing provider network of thousands of dental and orthodontics clinics. Currently, the market size in the United States for dental and orthodontic procedures is \$57 billion.
- Under terms of the agreement, Alliance Data will provide fully integrated patient financing services including receivables funding, credit authorization, statement generation, remittance processing, and customer service functions for Springstone. Additionally, Springstone and Alliance Data worked together to integrate Alliance Data's account acquisition, authorization and settlement products into Springstone's online system to allow for seamless account enrollment and loan funding for enrolled providers.

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