
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 9, 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.)

7500 Dallas Parkway, Suite 700, Plano, Texas

75024

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code:

(214) 494-3000

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 9, 2010, Alliance Data Systems Corporation provided to market analysts an IR Update announcing that it has signed a new multi-year agreement with MyPoints.com, Inc., an online loyalty marketing service headquartered in San Francisco.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.1 IR Update dated September 9, 2010 announcing an agreement with MyPoints.com, 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

September 9, 2010

By: *Charles L. Horn*

Name: Charles L. Horn

Title: Executive Vice President and Chief Financial Officer

Exhibit Index

Exhibit No.	Description
99.1	IR Update dated September 9, 2010 announcing an agreement with MyPoints.com, Inc.

Sept. 9, 2010

**ALLIANCE DATA SIGNS MULTI-YEAR CARD AGREEMENT
WITH LEADING ONLINE LOYALTY MARKETING SERVICE MyPoints.com**

- Alliance Data announced today that it has signed a new multi-year agreement with MyPoints.com, Inc., an online loyalty marketing service headquartered in San Francisco. MyPoints.com, Inc. is a subsidiary of United Online, Inc. (Nasdaq: UNTD), a leading provider of consumer products and services over the Internet, with annual sales of \$1 billion.
- With 8 million registered users, MyPoints provides retailers and marketers with an effective means to reach a large online audience with targeted marketing campaigns, and also enables members to earn points-based rewards by responding to email offers, completing online surveys, shopping online and engaging in other online activities. Members can redeem their points for rewards such as select retailer gift cards and other special offers.
- Under terms of the agreement, Alliance Data will launch a co-brand credit card program that will allow MyPoints members an additional way to earn points for their everyday spending, with points earned for purchases made both on the web and off. Specific services Alliance Data will provide include account acquisition and activation; receivables funding; card authorization; co-brand credit card issuance; statement generation; remittance processing; customer service functions; and marketing services. The co-brand offering will be targeted to customers that meet Alliance Data's traditional credit quality standards.