

ALLIANCE DATA SYSTEMS CORP

Form 8-K

October 20, 2004

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**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):

**October 20, 2004**

**ALLIANCE DATA SYSTEMS CORPORATION**

(Exact Name of Registrant as Specified in Charter)

<b>DELAWARE</b> (State or Other Jurisdiction of Incorporation)	<b>001-15749</b> (Commission File Number)	<b>31-1429215</b> (IRS Employer Identification No.)
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**17655 WATERVIEW PARKWAY  
DALLAS, TEXAS 75252**  
(Address and Zip Code of Principal Executive Offices)

**(972) 348-5100**  
(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 2.02. Results of Operations and Financial Condition

On October 20, 2004 Alliance Data Systems Corporation issued a press release regarding its results of operations for the quarter ended September 30, 2004. A copy of this press release is furnished as Exhibit 99.1.

ITEM 7.01. Regulation FD Disclosure

On October 20, 2004 Alliance Data Systems Corporation issued a press release regarding its results of operations for the quarter ended September 30, 2004. A copy of this press release is furnished as Exhibit 99.1.

ITEM 9.01. Financial Statements and Exhibits

(c) Exhibits

**EXHIBIT  
NUMBER**

**DESCRIPTION**

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99.1	Press Release dated October 20, 2004 announcing the results of operations for the quarter ended September 30, 2004.
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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: October 20, 2004

By: /s/ Edward J. Heffernan  
Edward J. Heffernan  
Executive Vice President and Chief  
Financial Officer

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