ALLIANCE DATA SYSTEMS CORP Form 5 February FOF

February 13	, 2015							
FORM	15						OMB AF	PROVAL
	UNIT	ED STATES			D EXCHANGE	COMMISSION	OMB Number:	3235-0362
Check th no longer	subject		Was	shington, D		Expires:	January 31, 2005	
Form 4 o 5 obligati may cont	to Section 16. Form 4 or Form 5 obligations may continue. See Instruction							verage rs per 1.0
1(b).	Filed				Securities Exchange			
Form 3 F Reported Form 4 Transacti Reported	ons				g Company Act o ompany Act of 19		1	
1. Name and Address of Reporting Person <u>*</u> HORN CHARLES L			2. Issuer Name and Ticker or Trading Symbol ALLIANCE DATA SYSTEMS CORP [ADS]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable)		
(Last)	(First)	(Middle)	3. Statem (Month/D 12/31/2	Day/Year)	Fiscal Year Ended	Director X Officer (give below)	title Othe below)	Owner r (specify
7500 DALI 700	LAS PARKW	AY, SUITE				EVP & Chi	ief Financial O	fficer
	(Street)			ndment, Date (nth/Day/Year)	Original	6. Individual or Jo		orting
						(check	(applicable line)	
PLANO,Â	TXÂ 75024					_X_ Form Filed by C Form Filed by M Person		
(City)	(State)	(Zip)	Tabl	e I - Non-Deri	vative Securities Ac	quired, Disposed of	, or Beneficiall	y Owned
1.Title of Security		n Date 2A. Dee Year) Executi		3. Transaction	4. Securities Acquired (A) or		6. Ownership Form: Direct	

	2	2.1. 2000.00	51				er i into unit of	or o micromp	// / (uture of	
Security	(Month/Day/Year)	Execution Date, if	Transaction	Acquired	l (A) o	r	Securities	Form: Direct	Indirect	
(Instr. 3)		any	Code	Disposed of (D)		Beneficially	(D) or	Beneficial		
		(Month/Day/Year)	(Instr. 8)	(Instr. 3,	(Instr. 3, 4 and 5)		Owned at end	Indirect (I)	Ownership	
		· · ·				of Issuer's	(Instr. 4)	(Instr. 4)		
					(A)		Fiscal Year		× ,	
					or		(Instr. 3 and 4)			
				Amount	(D)	Price	(Insu: 5 and 1)			
Common Stock	05/21/2014	Â	G	430	D	\$0	32,549	D	Â	
Common Stock	08/07/2014	Â	G	200	D	\$0	32,349	D	Â	
Common Stock	12/12/2014	Â	G	365	D	\$0	31,984 <u>(1)</u>	D	Â	

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number. SEC 2270 (9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exer	cisable and	7. Tit	le and	8. Price of	9.
Derivative	e Conversion	(Month/Day/Year)	Execution Date, if	Transaction	Number	Expiration D	ate	Amou	int of	Derivative	of
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Under	rlying	Security	D
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Secur	ities	(Instr. 5)	Se
	Derivative				Securities			(Instr.	. 3 and 4)		B
	Security				Acquired						0
					(A) or						E
					Disposed						Is
					of (D)						Fi
					(Instr. 3,						(I
					4, and 5)						
									Amount		
						Date	Expiration	m' 4	or		
						Exercisable	Date	Title	Number		
									of		
					(A) (D)				Shares		

Reporting Owners

Reporting Owner Name / Address		Relationships							
	Director	10% Owner	Officer	Other					
HORN CHARLES L 7500 DALLAS PARKWAY, SUITE 700 PLANO, TX 75024	Â	Â	EVP & Chief Financial Officer	Â					
Signatures									
Cynthia L. Hageman, Attorney In Fact	02/13/20	15							
**Signature of Reporting Person	Date								
Explanation of Responses:									

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

The total number of securities beneficially owned includes: (a) 14,762 unrestricted shares; (b) 712 unvested units from an award of 2,092 time-based restricted stock units granted 2/21/12; (c) 4,269 unvested units from an award of 12,554 performance-based restricted stock

(1) units granted 2/21/12; (d) 1,049 unvested units from an award of 1,565 time-based restricted stock units granted 2/21/13; (e) 5,855 unvested units from an award of 8,737 performance-based restricted stock units granted 2/21/13; (f) 1,067 unvested time-based restricted stock units granted 2/18/14; and (g) 4,270 unvested performance-based restricted stock units granted 2/18/14.

Note: File three copies of this Form, one of which must be manually signed. If space provided is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.