

ALLIANCE DATA SYSTEMS CORP  
Form 8-K  
March 17, 2008

**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 17, 2008**

**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.)**

**17655 WATERVIEW PARKWAY**

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**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

**ITEM 8.01. Other Events.**

Attached hereto as Exhibit 99.1 and incorporated herein by reference is a copy of a press release issued by Alliance Data Systems Corporation ( Alliance Data or the Company ) on March 17, 2008 regarding the notice of breach sent by Alliance Data to Aladdin Solutions, Inc. (formerly known as Aladdin Holdco, Inc.) and Aladdin Merger Sub, Inc. in connection with the previously announced merger agreement pursuant to which affiliates of The Blackstone Group would acquire the Company. A copy of the notice of breach referenced in the press release is attached hereto as Exhibit 99.2.

**ITEM 9.01. Financial Statements and Exhibits**

(d) Exhibits

<b>EXHIBIT NUMBER</b>	<b>DESCRIPTION</b>
99.1	Press release dated March 17, 2008.
99.2	Notice of breach sent March 17, 2008.

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: March 17, 2008

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

**EXHIBIT INDEX**

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