



# Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form 5

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code | 5. Number of Derivative Securities Acquired (A) or Disposed (D) Of (Instr. 3,4 and 5) | 6. Date Exercisable(DE) and Expiration Date(ED) (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr.5) | 9. Number of Derivative Securities Beneficially Owned at End of Year (Instr.4) | 10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr.4) | 11. Nature of Indirect Beneficial Ownership (Instr.4) |
|--|--|--------------------------------------|--|---------------------|---|--|---|---|--|---|---|
| Employee Stock Option (right to buy)       | \$9.90   |                                      |  |                     |   | Varies (2)   05/31/2009<br>(DE)   (ED)                           | Common - 27777  |   | 27777  | D   |   |
| Employee Stock Option (right to buy)       | \$15.00  |                                      |  |                     |   | Varies (3)   08/31/2010  | Common - 115000   |   | 115000   | D   |   |
| Employee Stock Option (right to buy)       | \$12.00  |                                      |  |                     |   | Varies (4)   06/08/2011  | Common - 81917  |   | 81917  | D   |   |
|  |  |                                      |  |                     |   |  |   |   |  |   |   |

Explanation of Responses :

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations.

See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

**By: Attorney-in-Fact for**

\*\* Signature of Reporting Person

Date

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient,

see Instruction 6 for procedure.

**Power of Attorney**

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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.