

ALLIANCE DATA SYSTEMS CORP
Form 8-K
April 21, 2004

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):

April 21, 2004

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
DALLAS, TEXAS 75252**

(Address and Zip Code of Principal Executive Offices)

(972) 348-5100

(Registrant's Telephone Number, including Area Code)

NOT APPLICABLE

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(Former name or former address, if changed since last report)

ITEM 12. Results of Operations and Financial Condition.

On April 21, 2004 Alliance Data Systems Corporation issued a press release regarding its results of operations for the quarter ended March 31, 2004. A copy of this press release is furnished as Exhibit 99.1.

EXHIBIT INDEX

**EXHIBIT
NUMBER**
99.1

DESCRIPTION

Press Release dated April 21, 2004 announcing the results of operations for the quarter ended March 31, 2004.