

ALLIANCE DATA SYSTEMS CORP  
 Form 4  
 May 30, 2013

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL  
 OMB Number: 3235-0287  
 Expires: January 31, 2015  
 Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**BALLOU ROGER H**

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)  
**7500 DALLAS PARKWAY, SUITE 700**  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
**05/28/2013**

Director  10% Owner  
 Officer (give title below)  Other (specify below)

**PLANO, TX 75024**

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V   | Amount or Price   |  |                                   |
| Common Stock                    | 05/28/2013                           |  | M                              |   | 3,724 A \$ 41.77  | 15,549   | D                                 |
| Common Stock                    | 05/28/2013                           |  | S                              |   | 3,724 D \$ 183.95 (1)   | 11,825   | D                                 |
| Common Stock                    | 05/28/2013                           |  | M                              |   | 3,547 A \$ 36.88  | 15,372   | D                                 |
| Common Stock                    | 05/28/2013                           |  | S                              |   | 3,547 D \$ 183.962 (2)  | 11,825 (3)   | D                                 |

Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form 4

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 1474  
(9-02)

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

| 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 (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Employee Stock Option (Right to Buy)       | \$ 41.77   | 05/28/2013                           |  | M                              | 3,724   | <sup>(4)</sup> 07/01/2014                                | Common Stock  | 3,724                         |
| Employee Stock Option (Right to Buy)       | \$ 36.88   | 05/28/2013                           |  | M                              | 3,547   | <sup>(4)</sup> 06/10/2015                                | Common Stock  | 3,547                         |

## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director    10% Owner    Officer    Other

BALLOU ROGER H  
7500 DALLAS PARKWAY, SUITE 700  
PLANO, TX 75024

X

## Signatures

Cynthia L. Hageman, Attorney  
in Fact

05/30/2013

          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).

(1) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$183.87 to \$184.14, inclusive. The reporting person undertakes to provide to Alliance Data Systems Corporation, any security holder of Alliance Data Systems Corporation, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in footnotes (1) and (2) to this Form 4.

(2) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$183.89 to \$184.26, inclusive.

(3) The total amount of securities beneficially owned includes: (a) 3,148 unrestricted shares; (b) 1,876 unvested restricted stock units granted 7/1/08; (c) 2,145 unvested restricted stock units granted 7/1/09; (d) 1,367 unvested restricted stock units granted 6/30/10; (e) 1,915 unvested restricted stock units granted 6/30/11; and (f) 1,374 unvested restricted stock units granted 6/29/12.

(4) This is an employee stock option grant that is fully vested.

(5) The total number of derivative securities beneficially owned includes an option for 2,512 shares granted 6/12/06, which is fully vested.

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