## Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form 4

ALLIANCE DA Form 4 April 28, 2010	I						NGE C	OMMISSION	OMB AF OMB	PROVAL	
Washington, D.C. 20549       Number:       3235-028         Check this box       if no longer       January 31         subject to       SECURITIES       Expires:       January 31         Section 16.       SECURITIES       Estimated average									January 31, 2005 verage		
(Print or Type Respo	onses)										
SZEFTEL IVAN M Symbol ALL				Name and NCE DAT ADS]			0	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Month/				Date of Earliest Transaction Ionth/Day/Year) 1/26/2010				Director 10% Owner X Officer (give titleX Other (specify below) below) Executive Vice President / President Retail Credit Svcs.			
Filed(Mo				If Amendment, Date Original ed(Month/Day/Year)				<ul> <li>6. Individual or Joint/Group Filing(Check</li> <li>Applicable Line)</li> <li>_X_ Form filed by One Reporting Person</li> <li> Form filed by More than One Reporting</li> </ul>			
DALLAS, TX 7	5252-8012							Person	,		
(City)	(State) (Z	Zip)	Tabl	e I - Non-D	erivative S	Securi	ties Acqu	iired, Disposed of,	or Beneficial	y Owned	
	`ransaction Date onth/Day/Year)		Date, if	3. Transactio Code (Instr. 8) Code V	4. Securiti r(A) or Dis (Instr. 3, 4) Amount	posed	of (D)	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 Indirect Beneficial Ownership (Instr. 4)	
Common 04/2 Stock	26/2010			S	52,187	D	\$ 76.04	149,706 <u>(1)</u>	D		

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.

 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)	4. Transactic Code (Instr. 8)	5. onNumber of Derivatives Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	7. Titl Amou Under Secur (Instr.	int of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
			Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

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## **Reporting Owners**

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
SZEFTEL IVAN M 17655 WATERVIEW PARKWAY DALLAS, TX 75252-8012			Executive Vice President	President Retail Credit Svcs.				
Signatures								
Leigh Ann K. Epperson, Attorney in Fact		04/28/2010	)					

<u>\*\*</u>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) 57,240 unrestricted shares; (b) 28,584 unvested shares from an original award of 84,070 time-based restricted stock units granted 4/28/08; (c) 26,532 unvested shares from an award of 39,600

(1) award of 05,070 time-based restricted stock units granted 4/20/06, (c) 20,532 unvested states from an award of 59,000 performance-based restricted stock units granted 2/23/09; (d) 7,470 unvested time-based restricted stock units granted 2/22/10; and (e) 29,880 unvested performance-based restricted stock units granted 2/22/10.

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.