

ALLIANCE DATA SYSTEMS CORP
 Form 4
 November 10, 2008

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

OMB APPROVAL
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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 *
 Pearson Bryan A

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)
 17655 WATERVIEW PARKWAY
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 11/10/2008

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 EVP & President, Loyalty Svcs.

DALLAS, TX 75252-8012

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

(City) (State) (Zip)

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 Indirect Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
| | | | Code | V Amount (D) Price | | | |
| Common Stock | 11/10/2008 | | M ⁽¹⁾ | 10,000 A \$ 9.9 | 166,165 | D | |
| Common Stock | 11/10/2008 | | S ⁽¹⁾ | 10,000 D \$ 51.65 | 156,165 ⁽²⁾ | D | |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| Employee Stock Option (Right to Buy) | \$ 9.9 | 11/10/2008 | | M ⁽¹⁾ | 10,000 | ⁽³⁾ 11/30/2008 | Common Stock | 10,000 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|--------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Pearson Bryan A 17655 WATERVIEW PARKWAY DALLAS, TX 75252-8012 | | | EVP & President, Loyalty Svcs. | |

Signatures

Leigh Ann K. Epperson, Attorney
in Fact

11/10/2008

__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) Exercise of employee stock options due to expire on November 30, 2008, ten years after such options were granted, and the sale of the underlying shares in a cashless transaction.
- The total number of securities beneficially owned includes: (a) 13,630 unrestricted shares; (b) 1,100 unvested shares from an original award of 3,235 time-based restricted stock units granted 2/13/06; (c) 1,318 unvested shares from an original award of 1,967 time-based restricted stock units granted 2/21/07; (d) 77,064 unvested performance-based restricted stock units granted 4/28/08; and (e) 63,053 unvested time-based restricted stock units granted 4/28/08.
- (2) This is an employee stock option grant that is fully vested.
- The total number of derivative securities beneficially owned includes: (a) an option for 8,000 out of an original 18,500 shares granted 6/24/03, which is fully vested; (b) an option for 16,000 shares granted 2/2/04, which is fully vested; (c) an option for 20,000 shares granted 2/3/05, which is fully vested; (d) an option for 12,346 shares granted 2/3/05, which is fully vested; (e) an option for 7,724 shares granted 2/13/06, of which 5,097 shares are fully vested and 2,627 shares will vest on 2/13/09; and (f) an option for 4,628 shares granted 2/21/07, of which 1,527 shares vested on 2/21/08, 1,527 shares will vest on 2/21/09 and 1,574 shares will vest on 2/21/10.
- (3) This is an employee stock option grant that is fully vested.
- (4) This is an employee stock option grant that 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.

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