

ALLIANCE DATA SYSTEMS CORP  
Form 8-K  
September 05, 2002

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## SECURITIES AND EXCHANGE COMMISSION

Washington, DC 20549

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### 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):  
September 4, 2002

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

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#### Item 9. Regulation FD Disclosure

In accordance with General Instruction B.2. of Form 8-K, the following information shall not be deemed "filed" for purposes of Section 18 of the Securities Act of 1934, as amended, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, except as shall be expressly set forth by specific reference in such a filing.

The Registrant issued a press release announcing the extension of its relationship with Limited Brands through August 2009, and confirming the Registrant's 2002 guidance and 2003 outlook. The press release is attached to this Form 8-K as Exhibit 99.1 and is incorporated herein by reference.

**SIGNATURES**

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Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: September 4, 2002

ALLIANCE DATA SYSTEMS CORPORATION

By: /s/ EDWARD J. HEFFERNAN

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Edward J. Heffernan  
Executive Vice President and Chief Financial  
Officer

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### EXHIBIT INDEX

EXHIBIT NUMBER	DESCRIPTION
99.1	Press release, dated September 4, 2002, in connection with the extension of its relationship with Limited Brands through August 2009, and confirming the Registrant's 2002 guidance and 2003 outlook.

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