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

ALLIANCE I Form 4 August 19, 20	DATA SYSTEM )05	S CORP										
FORM			SECUD	TTIES			TT 4 N				PPROVAL	
	UNITEDS	TATES				ND EXC D.C. 205		IGE C	COMMISSION	OMB Number:	3235-0287	
Section 16. Form 4 or					GES IN BENEFICIAL OWNERSHIP OF SECURITIES					Expires: Estimated a burden hou response	•	
Form 5 obligations may continue. See Instruction 1(b). 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 R	esponses)											
Taylor Transient CSymbolALLIA			Symbol	ANCE DATA SYSTEMS					5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last)(First)(Middle)3. Date of (Month/Da17655 WATERVIEW PARKWAY08/17/20			-					Director 10% Owner X Officer (give titleX Other (specify below) below) Executive Vice President / Human Resources				
			endment, Date Original nth/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>				
		<b></b>							Person			
(City)	(State) (	Zip)	Table	e I - Nor	1-De	erivative S	ecurit	ies Acq	uired, Disposed of	f, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution any	n Date, if	3. Transa Code (Instr.	8)	4. Securiti n(A) or Dis (D) (Instr. 3, 4 Amount	sposed	of	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		
Common Stock	08/17/2005			A <u>(1)</u>		13,234	A	<u>(1)</u>	13,234 <u>(2)</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)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transactio Code (Instr. 8)	5. Number of orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercis Expiration Dat (Month/Day/Y	e	7. Title and A Underlying S (Instr. 3 and	Securities
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 41.25	08/17/2005		A <u>(3)</u>	10,800	08/17/2008	08/17/2015	Common Stock	10,800

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# **Reporting Owners**

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
Taylor Transient C 17655 WATERVIEW PARKWAY DALLAS, TX 75252			Executive Vice President	Human Resources			
Signatures							
Leich Ann K. Enneman Attenness							

Leigh Ann K. Epperson, Attorney in Fact	08/18/2005
in i det	

\*\*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 new grant is for 13,234 shares of time-based restricted stock. The restrictions on 100% of the shares will lapse on 8/17/08.
- (2) The total number of securities beneficially owned includes the new grant for 13,234 shares.
- (3) The new option is for 10,800 shares which will vest on 8/17/08.
- (4) The total number of derivative securities beneficially owned includes the new option for 10,800 shares.

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.