

ALLIANCE DATA SYSTEMS CORP  
 Form 5  
 February 13, 2002

<p><b>FORM 5</b></p> <p><input type="checkbox"/> Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).</p> <p><input checked="" type="checkbox"/> Form 3 Holdings Reported  <input type="checkbox"/> Form 4 Transactions Reported</p>	<p><b>UNITED STATES SECURITIES AND EXCHANGE COMMISSION</b></p> <p>Washington, D.C. 20549</p> <p><b>STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP</b></p> <p>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(f) of the Investment Company Act of 1940</p>	<p>OMB APPROVAL</p> <hr/> <p>OMB Number: 3235-0362 Expires: December 31, 2001 Estimated average burden hours per response. . . . . 0.5</p>
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<p>1. Name and Address of Reporting Person*</p> <p><b>Beltz, Michael A.</b></p> <hr/> <p>(Last) (First) (Middle)</p> <p><b>17655 Waterview Parkway</b></p> <hr/> <p>(Street)</p> <p><b>Dallas, TX 75252-8012</b></p> <hr/> <p>(City) (State) (Zip)</p>	<p>2. Issuer Name and Ticker or Trading Symbol</p> <p><b>Alliance Data Systems Corporation ADS</b></p> <hr/> <p>3. I.R.S. Identification Number of Reporting Person, if an entity (voluntary)</p>	<p>4. Statement for (Month/Year)</p> <p><b>December 2001</b></p> <hr/> <p>5. If Amendment, Date of Original (Month/Year)</p>	<p>6. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p>_____ Director _____</p> <p>10% Owner <input checked="" type="checkbox"/> Officer _____</p> <p>Other _____</p> <p>Officer/Other Description <b>Executive Vice President and President, Transaction Services Group</b></p> <hr/> <p>7. Individual or Joint/Group Filing (Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Individual Filing  <input type="checkbox"/> Joint/Group Filing</p>
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Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned						
1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed (D) Of (Instr. 3, 4, and 5)	5. Amount of Securities Beneficially Owned at End of Issuer's Fiscal Year (Instr. 3 and 4)	6. Ownership Form: Direct(D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Amount   A/D   Price			
<b>Common</b>				<b>43,276 (1)</b>	<b>D</b>	

If the form is filed by more than one reporting person, see instruction 4(b)(v).

(over)  
 SEC 2270 (3-99)

**Beltz, Michael A. - December 2001**

**Form 5 (continued)**

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. Transaction Code	5. Number of Derivative Securities Acquired (A) or Disposed (D) Of (Instr. 3,4 and 5)	6. Date Exercisable(DE) and Expiration Date(ED) (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr.5)	9. Number of Derivative Securities Beneficially Owned at End of Year (Instr.4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I)	11. Nature of Indirect Beneficial Ownership (Instr.4)
Employee Stock Option (right to buy)	\$12.00				Varies (7)   06/08/2011	Common - 38,048		38,048	D	
Employee Stock Option (right to buy)	\$15.00				Varies (6)   08/31/2010	Common - 80,000		80,000	D	
Employee Stock Option (right to buy)	\$9.90				Varies (5)   05/06/2009	Common - 22,222		22,222	D	
Employee Stock Option (right to buy)	\$9.90				Varies (4)   11/30/2008	Common - 27,777		27,777	D	
Employee Stock Option (right to buy)	\$9.00				Varies (3)   07/23/2008	Common - 38,888		38,888	D	
Employee Stock Option (right to buy)	\$9.00				Varies (2)   05/05/2007	Common - 39,444		39,444	D	

Explanation of Responses :

\*\* Intentional misstatements or omissions of facts \_\_\_\_\_ constitute Federal Criminal Violations.

See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a). \*\* Signature of Reporting Person  
Date

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

**Attorney-in-Fact**  
**Michael A. Beltz**

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.

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Form 5 (continued)

FOOTNOTE Descriptions for Alliance Data Systems Corporation ADS

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Michael A. Beltz  
17655 Waterview Parkway  
Dallas, TX 75252-8012

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**Explanation of responses:**

- (1) Total beneficial ownership includes 28,000 unvested shares of common stock pursuant to a restricted stock grant.
- (2) These options are fully vested.
- (3) The option is exercisable for 9,722 shares on each of 1/31/99, 1/31/00, 1/31/01, and 1/31/02.
- (4) The option is exercisable for 6,944 shares on each of 1/31/99, 1/31/00, and 1/31/01, and for 6,945 shares on 1/31/02.
- (5) The option is exercisable for 5,556 shares on each of 1/31/00, 1/31/01, and 1/31/02 and for 5,554 shares on 1/31/03.
- (6) The option is exercisable for 26,400 shares on each of 8/31/01 and 8/31/02 and for 27,200 shares on 8/31/03.
- (7) The option is exercisable for 33% of the underlying shares on each of 8/31/01 and 8/31/02, and for 34% on 8/31/03.