

ALLIANCE DATA SYSTEMS CORP  
Form 8-K  
April 21, 2004

# SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

## 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):

**April 21, 2004**

## 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**

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

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ITEM 12. Results of Operations and Financial Condition.

On April 21, 2004 Alliance Data Systems Corporation issued a press release regarding its results of operations for the quarter ended March 31, 2004. A copy of this press release is furnished as Exhibit 99.1.



**EXHIBIT INDEX**

**EXHIBIT  
NUMBER**  
99.1

**DESCRIPTION**

Press Release dated April 21, 2004 announcing the results of operations for the quarter ended March 31, 2004.