ALLIANCE DATA SYSTEMS CORP

Form 5

February 10, 2003

SEC Form 5

SEC TOTH 5							
FORM 5	UN	ITED STATES	OMB	OMB APPROVAL			
1] Check this box if no longe subject to Section 16. Form Form 5 obligations may continue. See Instruction 1(b).	4 or	W ATEMENT OF CH	Expires: Janu	OMB Number: 3235-0362 Expires: January 31, 2005			
[]Form 3 Holdings Reported [X]Form 4 Transactions Reported	d		Public Ut	Exchange Act of 1934, ility) of the Investment Con	Estimated average burden hours per response 0.5		
Name and Address of Repo Utay, Alan M.	rting Person*	2. Issuer Name ar			6. Relationship of Reporting Person(s) to Issuer (Check all applicable)		
(Last) (First) 17655 Waterview Parkway	Alliance Data Sy 3. I.R.S. Identific Number of Rep Person, if an er (voluntary)	ation	4. Statement for Month/Day/Year 1		Director		
(Street) Dallas, TX 75252-012 (City) (State))		5. If Amendment, Date of Original	Office Descr	Officer/Other Description Executive Vice President and General Counsel		
				(Month/Day/Year)	Fili <u>X</u> In	ividual or Joint/Ong (Check Applidividual Filing int/Group Filing	icable Line)
2		ed, Disposed of, or Bo 2A. Deemed Execution Date, if any (Month/Day/Year)		Amount Amount A/D	5. Amount of Securities Beneficially Owned at End of Issuer's Fiscal Year (Instr. 3 and 4)	6. Owner-ship Form: Direct(D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common				Price	31125 (1) D	
If the form is filed by more the instruction 4(b)(v).	an one reporting p		•	to the collection of info form are not required form displays a current number.	to		(ove SEC 2270 (7-0
Form 5 (continued) Table II - Derivative Sec	urities Acquired		eficially Owne				
(e.g., puts, calls	s, warrants, optic	ons, convertible secur	riues)				

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1. Title of Derivative Security (Instr. 3)	Exercise	Transaction	3A. Deemed Execution Date, if any (Month/ Day/ Year)	Transaction Code	Exercisable(DE) and Expiration Date(ED) (Month/Day/Year)	Amount of Underlying Securities	of	Securities Beneficially Owned at End of Year (Instr.4)	Owner- ship	11. Nature of Indirect Beneficial Ownership (Instr.4)
Employee Stock Option (right to buy)	\$14.93				Varies (2)	Common - 50000		50000	D	
Employee Stock Option (right to buy)	\$14.63					Common - 50000		50000	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).

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.

By: Attorney-In-Fact for

** Signature of Reporting Person
Date

Power of Attorney

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