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

## ALLIANCE DATA SYSTEMS CORP

Form 4

May 01, 2003

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UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549									OMB APPROVAL				
this no  STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP  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  ie.  tion								OMB Number: 3235-0287 Expires: January 31, 2005 Estimated average burden hours per response0.5					
ldress of Reporting Pers	son*	2. Issuer Na	nme and Ticker or	Trading S	Symbo	ol		6. Relations	ship of Reporting P	erson(s) to Is	ssuer		
			_	-	(Check all applicable)  o Director x 10% Owner								
(First)	Number of Reporting Mo Person, if an entity				onth/Day/Ye	ar	o Officer o Other (specify below) (give title below)  Executive Vice President						
(Street)	43230		5.			Amendment,							
(State)	(Zip)		Table I No	on-Deriva	tive S	Securities A	cquir	ed, Dispose	ed of, or Beneficial	lly Owned			
Title of Security (Instr. 3)		2. Transaction Date (Month/Day/	Execution Date, if any (Month/ Day/	action Code		or Disposed o (Instr. 3, 4 and		of (D) Securities Beneficially Owned Following		6. Owner-ship Form: Direct (D) or	7. Nature of Indirect Beneficia Owner- ship		
		Year)	Year)	Code	V	Amount	or (D)	Price	Transaction(s) (Instr. 3 and 4)	(I)	(Instr. 4)		
		4/30/03		S <sup>(1)</sup>		7,000,000	D	19.65	7,663,376	I	(2)		
	STATEMEN  Filed pursection  dress of Reporting Person  , Inc.  (First)  Parkway  (Street)  OH  (State)	WITED STATES SECUR W STATEMENT OF CHA  Filed pursuant to Section Section 17(a) of the Pu Section 30(h) of  dress of Reporting Person*  , Inc.  (First) (Middle)  darkway (Street)  OH 43230 (State) (Zip)	Washington,  STATEMENT OF CHANGES IN  Filed pursuant to Section 16(a) of the Section 17(a) of the Public Utility In Section 30(h) of the Investment of the I	Washington, D.C. 20549  STATEMENT OF CHANGES IN BENEFIC  Filed pursuant to Section 16(a) of the Securities Excha Section 17(a) of the Public Utility Holding Company Section 30(h) of the Investment Company Act Alliance Data Systems Cornal Alliance Data Systems Cornal Alliance Data Systems Cornal Systems (Middle)  Inc.  (First) (Middle) 3. I.R.S. Identification Number of Reporting Person, if an entity (Voluntary)  (Street)  OH 43230  (State) (Zip) Table I Note that the following parts of the properties of the	Washington, D.C. 20549  STATEMENT OF CHANGES IN BENEFICIAL O  Filed pursuant to Section 16(a) of the Securities Exchange Act of Section 17(a) of the Public Utility Holding Company Act of 1940  Section 30(h) of the Investment Company Act of 1940  Alliance Data Systems Corporation (Middle)  Alliance Data Systems Corporation (Number of Reporting Person, if an entity (Voluntary)  (Street)  OH 43230  (State) (Zip) Table I Non-Deriva action Date (Month/Day/Year)  2. Transaction Date (Month/Day/Year)  Alliance Data Systems Corporation (Code (Instr. Code)  (Instr. Code)  Code (Instr. Code)	Washington, D.C. 20549  STATEMENT OF CHANGES IN BENEFICIAL OWN  Filed pursuant to Section 16(a) of the Securities Exchange Act of 1935 or Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940  Alliance Data Systems Corporation (ADS)  Inc.  (First) (Middle) 3. I.R.S. Identification Number of Reporting Person, if an entity (Voluntary)  (Street) (State) (Zip) Table I Non-Derivative Street	Washington, D.C. 20549  STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIF  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  Alliance Data Systems Corporation (ADS)  Inc.  (First) (Middle) 3. I.R.S. Identification Number of Reporting Person, if an entity (Voluntary)  Sarkway  (Street) (Voluntary)  April 30, 2003  5. If Amendment Original (Month)  OH 43230  (State) (Zip) Table I Non-Derivative Securities A  ty 2. Transaction Date (Month)  Day/ Year)  Day/ Year)  Code V Amount	UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549  STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP  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  Alliance Data Systems Corporation (ADS)  Inc.  (First) (Middle) Alliance Data Systems Corporation (ADS)  Number of Reporting Person, if an entity (Voluntary)  April 30, 2003 5. If Amendment, Dat Original (Month/Da) N/A  Table I Non-Derivative Securities Acquir  (State) (Zip)  Table I Non-Derivative Securities Acquir (Month/ Day/ Year)  Year)  Amount (A) Ocode V Amount (A) Original (A) Or	UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549  STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP  Filed pursuant to Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940  OMB Nu Expires: Estimatech hours per  Alliance Data Systems Corporation (ADS)  OMB Nu Expires: Estimatech hours per  (Check a  o Director Office (give t  April 30, 2003  5. If Amendment, Date Joindividus Original (Month/Day/Year)  (Street)  Table I Non-Derivative Securities Acquired, Dispose  (Instr. 3, 4 and 5)  OMB Nu Expires: Estimatech hours per  A. Statement for Month/Day/Year April 30, 2003  5. If Amendment, Date Joindividus Original (Month/Day/Yelinck Area)  (Street)  Table I Non-Derivative Securities Acquired, Dispose  (Instr. 3, 4 and 5)  (Instr. 3, 4 and 5)  (Instr. 3, 4 and 5)	UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549  OMB APPROVA  STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP  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  Alliance Data Systems Corporation (ADS)  OMB Number: Expires: Januar Estimated average burden hours per response  (First) (Middle) Alliance Data Systems Corporation (ADS)  Officer o Officer Officer o Officer Officer o Officer	UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549  OMB APPROVAL  STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP  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  OMB Number: 3235-0287 Expires: January 31, 2005 Estimated average burden hours per response		

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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 control number.

<sup>\*</sup> If the form is filed by more than one reporting person, see Instruction 4(b)(v).

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## FORM 4 (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)	·		1	5. Number Dalderivercisable ative Seamult Expiration Acquired Yake or Disposed Mio(III)/Day/Year) (Instr. 3, 4 and 5)				7. Title and Amount of Underlying Securities (Instr. 3 and 4)			9. Number of Derivative Securities Bene-	10. Owner- ship Form of Deriv- ative		
	vative Security	Year)	Day/ Year)	Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	(Instr. 5)	ficially Owned Following Reported Trans- action(s) (Instr. 4)	Securiti Direct (D) or Indirect (I) (Instr. 4
None														

Explanation of Responses:

(1) Through a registered public offering.

Limited Brands, Inc. By: Samuel Fried	April 30, 2003
** Signature of Reporting Person	Date

The securities are held directly by the reporting person through certain wholly-owned subsidiary corporations.

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.

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<sup>\*\*</sup> Intentional misstatements or omissions of facts constitute Federal Criminal Violations.