

ALLIANCE DATA SYSTEMS CORP

Form 4

March 08, 2002

<b>FORM 4</b>  [ ] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).	<b>UNITED STATES SECURITIES AND EXCHANGE COMMISSION</b>  Washington, D.C. 20549  <b>STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP</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(f) of the Investment Company Act of 1940			OMB APPROVAL  <hr/> OMB Number: 3235-0287 Expires: December 31, 2001 Estimated average burden hours per response. . . . 0.5
1. Name and Address of Reporting Person* <b>Szeftel, Ivan M.</b>  <div style="display: flex; justify-content: space-between;"> <span>(Last)</span> <span>(First)</span> <span>(Middle)</span> </div> <b>17655 Waterview Parkway</b>  <div style="text-align: center;">(Street)</div> <b>Dallas, TX 75252-8012</b>  <div style="display: flex; justify-content: space-between;"> <span>(City)</span> <span>(State)</span> <span>(Zip)</span> </div>	2. Issuer Name and Ticker or Trading Symbol  <b>Alliance Data Systems Corporation ADS</b>	4. Statement for (Month/Year)  <b>February 2002</b>	6. Relationship of Reporting Person(s) to Issuer  (Check all applicable)  <div style="display: flex; justify-content: space-between;"> <span>_____ Director _____</span> </div> <div style="display: flex; justify-content: space-between;"> <span>10% Owner _____</span> </div> <div style="display: flex; justify-content: space-between;"> <span><input checked="" type="checkbox"/> Officer _____</span> </div> <div style="display: flex; justify-content: space-between;"> <span>Other _____</span> </div> <div style="display: flex; justify-content: space-between;"> <span>Officer/Other Description <b>Executive Vice President and President, Retail Credit Services</b></span> </div>	
3. I.R.S. Identification Number of Reporting Person, if an entity (voluntary)				
5. If Amendment, Date of Original (Month/Year)				
7. Individual or Joint/Group Filing (Check Applicable Line)  <input checked="" type="checkbox"/> Individual Filing <input type="checkbox"/> Joint/Group Filing				

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 and Voluntary 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 Month (Instr. 3 and 4)	6. Ownership Form: Direct(D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common		Code   V	Amount   A/D   Price	36,000 (1)	D	

(over)

SEC 1474 (3-99)

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**Form 4 (continued)**

<b>Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)</b>										
1. Title of Derivative Security (Instr. 3)	2. Conver- sion or Exercise Price of Deri- vative Security	3. Transac- tion Date  (Month/ Day/ Year)	4. Transac- tion Code and Voluntary (V) Code (Instr.8)	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 Month (Instr.4)	10. Owner- ship Form of Deriv- ative Security: Direct (D) or Indirect (I)	11. Nature of Indirect Beneficial Ownership (Instr.4)
			Code   V		(DE)   (ED)					
<b>Employee Stock Option (right to buy)</b>	<b>\$9.00</b>				<b>Varies (2)</b> <b>  07/24/2008</b>	<b>Common - 111,111</b>		<b>111,111</b>	<b>D</b>	
<b>Employee Stock Option (right to buy)</b>	<b>\$9.90</b>				<b>Varies (3)</b> <b>  05/06/2009</b>	<b>Common - 22,222</b>		<b>22,222</b>	<b>D</b>	
<b>Employee Stock Option (right to buy)</b>	<b>\$15.00</b>				<b>Varies (4)</b> <b>  08/31/2010</b>	<b>Common - 80,000</b>		<b>80,000</b>	<b>D</b>	
<b>Employee Stock Option (right to buy)</b>	<b>\$12.00</b>				<b>Varies (5)</b> <b>  06/08/2011</b>	<b>Common - 38,048</b>		<b>38,048</b>	<b>D</b>	

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,

See Instruction 6 for procedure.

**Attorney-in-Fact for  
Ivan M. Szeftel**

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.