ALLIANCE DATA SYSTEMS CORP Form 8-K April 20, 2017

| 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 20, 2017

ALLIANCE DATA SYSTEMS CORPORATION (Exact Name of Registrant as Specified in Charter)

DELAWARE 001-15749 31-1429215 (State or Other Jurisdiction of Incorporation) (Commission (IRS Employer File Number) Identification No.)

7500 DALLAS PARKWAY, SUITE 700 PLANO, TEXAS 75024 (Address and Zip Code of Principal Executive Offices)

(214) 494-3000 (Registrant's Telephone Number, including Area Code)

NOT APPLICABLE

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

Check the appropriate box below if the Form 8-K is intended to simultaneously satisfy the filing obligation of the Registrant under any of the following provisions:

| [|] | Written communications pursuant to Rule 425 under the Securities Act |
|---|---|--|
| [|] | Soliciting material pursuant to Rule 14a-12 under the Exchange Act |
| [|] | Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act |

| [] | Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act |
|-----------------|--|
| | |
| • | mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities 405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this |
| Emerging growth | company [] |
| 2 2 2 | wth company, indicate by check mark if the registrant has elected not to use the extended transition ng with any new or revised financial accounting standards provided pursuant to Section 13(a) of the] |

Item 8.01 Other Events.

On April 20, 2017, Alliance Data Systems Corporation (the "Company") issued a press release announcing that the Board of Directors of the Company declared a quarterly cash dividend of \$0.52 per share, payable on June 19, 2017 to stockholders of record at the close of business on May 15, 2017. A copy of this press release is attached hereto as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit No. Document Description

99.1 Press release dated April 20, 2017.

The information contained in this report (including Exhibit 99.1) shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, except as expressly set forth by specific reference in such a filing.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Alliance Data Systems Corporation

Date: April 20, 2017 By: /s/ Charles L. Horn

Charles L. Horn

Executive Vice President and Chief Financial Officer

EXHIBIT INDEX

Exhibit No. Document Description

99.1 Press release dated April 20, 2017.