

HORN CHARLES L
Form 4
February 23, 2012

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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

(Print or Type Responses)

1. Name and Address of Reporting Person *
HORN CHARLES L

2. Issuer Name and Ticker or Trading Symbol
ALLIANCE DATA SYSTEMS
CORP [ADS]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
7500 DALLAS PARKWAY, SUITE 700

3. Date of Earliest Transaction (Month/Day/Year)
02/21/2012

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
EVP & Chief Financial Officer

(Street)
PLANO, TX 75024

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	Amount				(A) or (D)
Common Stock	02/21/2012		A ⁽¹⁾		5,202	A	(\$)	33,022	D	
Common Stock	02/21/2012		F ⁽²⁾		1,589	D	\$ 119.7	31,433	D	
Common Stock	02/21/2012		A ⁽³⁾		2,092	A	(\$)	33,525	D	
Common Stock	02/21/2012		A ⁽⁴⁾		8,369	A	(\$)	41,894	D	
Common Stock	02/22/2012		F ⁽²⁾		1,896	D	\$ 120.51	39,998 ⁽⁵⁾	D	

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

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

Table with 10 columns: 1. Title of Derivative Security, 2. Conversion or Exercise Price of Derivative Security, 3. Transaction Date, 3A. Deemed Execution Date, 4. Transaction Code, 5. Number of Derivative Securities, 6. Date Exercisable and Expiration Date, 7. Title and Amount of Underlying Securities, 8. Price of Derivative Security, 9. Number of Derivative Securities. Includes sub-columns for Date Exercisable and Expiration Date, and Code V, (A), (D).

Reporting Owners

Table with 2 main columns: Reporting Owner Name / Address and Relationships. Relationship categories include Director, 10% Owner, Officer, and Other.

Signatures

Cynthia L. Hageman, Attorney in Fact 02/23/2012

**Signature of Reporting Person Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
Based on the Company's EBT performance in 2011, 150% of the original award of 10,403 performance-based restricted stock units granted 3/21/11 were earned, resulting in an additional 5,202 units, for a total of 15,605 units.
(1) 5,150 units on 2/21/13 and with respect to 5,307 units on 2/21/14, subject to continued employment by the Reporting Person on the remaining vesting dates.
(2) Shares withheld by the Company to satisfy the Reporting Person's tax withholding obligation upon the vesting of restricted stock units. The new grant is for 2,092 shares of common stock represented by time-based restricted stock units. The restrictions will lapse on 690 units on each of 2/21/13 and 2/21/14 and on 712 units on 2/23/15, subject to continued employment by the Reporting Person on the vesting dates.

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- (4) The new grant is for 8,369 shares of common stock represented by performance-based restricted stock units, which may be adjusted up or down at the time the performance restriction lapses. The restriction may lapse with respect to 33% of such shares on each of 2/21/13 and 2/21/14 and with respect to 34% of such shares on 2/23/15 contingent on meeting an EBT metric for 2012 and subject to continued employment by the Reporting Person on the vesting dates.

- (5) The total number of securities beneficially owned includes: (a) 9,800 unrestricted shares; (b) 1,665 unvested units from an original award of 4,896 time-based restricted stock units granted 12/21/09; (c) 1,131 unvested units from an award of 3,324 time-based restricted stock units granted 2/22/10; (d) 4,742 unvested units from an award of 14,226 performance-based restricted stock units granted 2/22/10; (e) 1,742 unvested units from an award of 2,600 time-based restricted stock units granted 3/21/11; (f) 10,457 unvested units from an award of 15,605 performance-based restricted stock units granted 3/21/11; (g) the new grant for 2,092 time-based restricted stock units; and (h) the new grant for 8,369 performance-based restricted stock units.

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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