

Miller Melisa A
 Form 4
 February 20, 2019

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 *
 Miller Melisa A

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
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 02/15/2019

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 EVP & Pres, Card Services

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)
				(A) or (D) Code V Amount (D) Price			
Common Stock	02/15/2019		A ⁽¹⁾	2,880 A <u>(1)</u>	38,454	D	
Common Stock	02/15/2019		A ⁽²⁾	5,759 A <u>(2)</u>	44,213	D	
Common Stock	02/15/2019		A ⁽³⁾	5,759 A <u>(3)</u>	49,972	D	
Common Stock	02/15/2019		F ⁽⁴⁾	1,902 D \$ 171.22	48,070	D	
Common Stock	02/19/2019		F ⁽⁴⁾	761 D \$ 174.28	42,453 ⁽⁵⁾ ⁽⁶⁾ <u>(7)</u>	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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SEC 1474
(9-02)

**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)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (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 Owned Following Transaction (Instr. 3)
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Reporting Owners

Reporting Owner Name / Address

Miller Melisa A
7500 DALLAS PARKWAY, SUITE 700
PLANO, TX 75024

Relationships

Director	10% Owner	Officer	Other
		EVP & Pres, Card Services	

Signatures

Cynthia L. Hageman, Attorney
in Fact 02/20/2019

**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).

(1) The new grant is for 2,880 shares of common stock represented by time-based restricted stock units. The restrictions will lapse on 950 units on each of 2/18/20 and 2/16/21 and on 980 units on 2/15/22, subject to continued employment by the Reporting Person on the vesting dates.

(2) The new grant is for 5,759 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 2/18/20 and 2/16/21 and with respect to 34% of such shares on 2/15/22 contingent on meeting an EBT metric for 2019 and subject to continued employment by the Reporting Person on the vesting dates.

(3) The new grant is for 5,759 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 100% of such shares on 2/16/21 contingent

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on meeting a relative total shareholder return metric for 2019 and 2020 and subject to continued employment by the Reporting Person on the vesting dates.

- (4) Shares withheld by the Company to satisfy the Reporting Person's tax withholding obligation upon the vesting of restricted stock units.

The total number of securities beneficially owned includes: (a) 19,456 unrestricted shares; (b) 670 unvested units from an award of 1,969 time-based restricted stock units granted 2/15/17; (c) 932 unvested units from an award of 2,745 performance-based restricted stock units granted 2/15/17; (d) 1,271 unvested units from an award of 1,897 time-based restricted stock units granted 2/15/18; (e) 1,929 unvested units from an award of 2,879 performance-based restricted stock units granted 2/15/18; (f) 3,797 unvested performance-based restricted stock units granted 2/15/18; (g) the new grant for 2,880 time-based restricted stock units; (h) the new grant for 5,759 performance-based restricted stock units; and (i) the new grant for 5,759 performance-based restricted stock units.

- (5) Based on the Company's EBT performance in 2018, 75.8% of the original award of 3,797 performance-based restricted stock units granted 2/15/18, or 2,879 units, were earned. The restrictions will lapse with respect to 950 units on 2/18/20 and with respect to 979 units on 2/16/21, subject to continued employment by the Reporting Person on the remaining vesting dates.

- (6) The grant for 3,938 performance-based restricted stock units awarded on 2/15/17 was forfeited due to failure to meet the relative total shareholder return metric for 2017 and 2018.

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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