ALLIANCE DATA SYSTEMS CORP Form 4

March 08, 2002

FORM 4							OMB APPROVAL	
[] Check this box if no longer	UNITED	E						
subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).	STATEMENT C Filed pursuant to Se Public Utility Holding Company 4	a) of the 1940 a) bun hou	OMB Number: 3235-0287 Expires: December 31, 2001 Estimated average burden hours per response 0.5					
1. Name and Address of Reporting Person [*] Scullion, John W.		2. Issuer Name and Ticker or Trading Symbol Alliance Data Systems Corporation ADS		 Statement for (Month/Year) February 2002 		 Relationship of Reporting Person(s) to Issuer (Check all applicable) 		
(Last) (First) 17655 Waterview Parkway	-		5. If Amendment, Date of Original (Month/Year)		Director 10% Owner X Officer Other Officer/Other Description <u>President and CEO</u> , The Lovalty Group			
(Street) Dallas, TX 75252-8012								
(City) (State) (Zip)					 7. Individual or Joint/Group Filing (Check Applicable Line) <u>X</u> Individual Filing Joint/Group Filing 			
Table I - Non-Derivative Secu	urities Acquired, Dis	sposed of, or B	Beneficially Owned		-		1 0	
1. Title of Security 2. Tra	asaction Date nth/Day/Year) 3. Transaction Code and Voluntary Code (Instr. 8)		4. Securities Acqui Disposed (D) Of (Instr. 3, 4, and 5	red (A) or	5. Amount of Securities Beneficially Owned at End of Month (Instr. 3 and 4)	6. Owner- ship Form: Direct(D) or Indirect (I) (Instr. 4)	D) Indirect Beneficial Ownership (I) (Instr. 4)	
		Code V	Amount Price	A/D	25.000 /	(1)		
Common					35,000 ((1) D		
			l				(over)	

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Form 4 (continued)

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)									
1	3. Transaction	4. Transaction Code and Voluntary (V) Code (Instr.8)	5. Number of Derivative Securities	6. Date Exercisable(DE) and Expiration Date(ED) (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	of Derivative Security	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)
\$9.90				Varies (2)	Common - 83,333		83,333	D	
\$15.00				Varies (3) 08/31/2010	Common - 80,000		80,000	D	
\$12.00				Varies (4) 06/08/2011	Common - 74,715		74,715	D	
	(e.g., puts. 2. Conver- sion or Exercise Price of Deri- vative Security \$9.90 \$15.00	(e.g., puts, calls, warra2. Conver- sion or Exercise Price of Deri- vative3.Date Deri- vativeDate	(e.g., puts, calls, warrants, options, op	(e.g., puts, calls, warrants, options, convertible see 2. Conversion or Exercise Price of Derivative Security Security 3. 4. 5. Number of Transaction Of Derivative and Securities Value Year) (Month/ Day/ Year) Voluntary Code (Instr. 8) Disposed (D) Of (Instr. 3,4 and 5) \$9.90 Code V Code V Instr. 3.4 and 5)	(e.g., puts, calls, warrants, options, convertible securities) 2. Conversion or Exercise Price of Derivative Security 3. 1. Month/ Vative Security Date 1. Month/ Vative Security Day/ Year) 2. Code IV Code IV 1. Month/ Stransaction Price of Derivative Securities Code IV 1. Month/ Vative Security Code IV 1. Month/ Vear) Instr. 3.4 and 5) 1. Month/ Vear) Code IV 1. Month/ Vear) Varies (2) 1. Month/ Vear) Varies (3) 1. Month/ Vear) Varies (3) 1. Month/ Vear) Varies (4)	(e.g., puts, calls, warrants, options, convertible securities) 2. Conver- sion or Exercise Price of Deri- vative Security 3. Transaction Date 4. Transaction Code and Voluntary Voluntary (V) 5. Number of Derivative Securities 6. Date Exercisable(DE) and Expiration Date(ED) 7. Title and Amount of Underlying Securities Voluntary Vear) Code (Instr. 8) or Disposed (D) Of 0. (Instr. 3,4 and 5) 0. \$9.90 Code V Code V (DE) (ED) \$9.90 Code V Varies (2) (11/30/2008 Common - 83,333 \$15.00 Image: Signal optimized by the securities optimize	(e.g., puts, calls, warrants, options, convertible securities) 2. Conver- sion or Exercise Price of Deri- vative Security 3. Transaction Date 4. Transaction Code and 5. Number of Derivative Security 6. Date Exercisable(DE) and Expiration Date(ED) 7. Title and Amount of Underlying Securities (Instr. 3 and 4) 8. Price of Derivative Security Security Year) Code (Instr. 8) 5. Number of Derivative Security 6. Date Exercisable(DE) and Expiration Date(ED) 7. Title and Amount of Underlying Securities (Instr. 3 and 4) 8. Price of Derivative Security Security Year) Code (Instr. 8) 0 0 0 (Month/ Varies Code (Instr. 3,4 and 5) 0 0 0 0 \$9.90 Code V Varies (2) 11/30/2008 Common - 83,333 Common - 83,333 \$15.00 Image: Security of the secu	(e.g., puts, calls, warrants, options, convertible securities) 2. Conversion or Exercise Price of Derivative and Securities (Month/ Day/ Year) 5. Number of Code arcs (Code arcs) (Month/Day/Year) 7. Title and Amount of Underlying Securities (Instr. 3 and Volumary (V) (N) (Instr. 8) 8. Price of Derivative Securities (Instr. 3 and Amount of Underlying Security (Instr. 3) 9. Number of Derivative Securities (Instr. 3 and Amount of Underlying Security (Instr. 5) 9. Number of Derivative Securities (Instr. 3) Security Year) Code (Instr. 8) 0 or Disposed (D) Of (Instr. 3.4 and 5) 0. DE(D) (Instr. 6) 0. DE(D) (Instr. 6) 9. Number of Derivative Securities (Instr. 4) \$9.90 Code I V Code I V (DE) I (ED) (DE) I (ED) 11/30/2008 83,333 83,333 \$15.00 Image: Securities (Instr. 3) Securities (Instr. 3) Securities (Instr. 4) Securities (Instr. 4) Securities (Instr. 4) \$11/30/2008 Varies (2) Common - S0,000 S0,000 S0,000 S0,000 \$12.00 Image: Securities (Instr. 4) Varies (4) Common - 74,715 74,715	(e.g., puts, calls, warrants, options, convertible securities) 3. 4. 5. Number of Oransaction of Exercise Price of Date 5. Number of Orange Code and Exprision Date (ED) 7. Title and Amount of Number of Orange Code and Exprision Date(ED) 9. Number of Orange Code at End of Orange Code (Instr. 8) 9. Number of Orange Code at End of Orange Code (Instr. 4) 9. Number of Orange Code at End of Orange Code (Instr. 4) 9. Number of Orange Code (Instr. 4)

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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient,

See Instruction 6 for procedure.

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.

** Signature of Reporting Person Date

Attorney-in-Fact for John W. Scullion

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