Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form 4

ALLIANCE Form 4 July 02, 2008	DATA SYSTEM	S CORP								
FORM Check this if no longe subject to Section 16 Form 4 or Form 5 obligation may conti <i>See</i> Instru- 1(b).	s box er STATEM 5. Filed purs s Section 17(a	TATES SECUI Wa ENT OF CHAN uant to Section 1) of the Public U 30(h) of the In	shington, NGES IN I SECUR (6(a) of the tility Hold	D.C. 205 BENEFI ITIES e Securiti ing Com	549 CIAI es Ex pany	L OW Kchang Act o	NERSHIP OF ge Act of 1934, of 1935 or Sectio	OMB Number: Expires: Estimated a burden hou response	irs per	
(Print or Type R 1. Name and Ac DRAPER E	Name and Ticker or Trading NCE DATA SYSTEMS ADS]				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
(Last) (First) (Middle) 3. Date of (Month/Da 17655 WATERVIEW PARKWAY 07/01/20			-				X_ Director 10% Owner Officer (give title Other (specify below) below)			
DALLAS, T	ndment, Date Original th/Day/Year)				 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person 					
(City) 1.Title of Security (Instr. 3) Common	2. Transaction Date (Month/Day/Year)	2A. Deemed	3. Transactio Code (Instr. 8) Code V	4. Securi onAcquired Disposed (Instr. 3, Amount	ties (A) o l of (D 4 and (A) or (D)	or 1) 5) Price	quired, Disposed o 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	
Stock	07/01/2008		A <u>(1)</u>	2,388	A	<u>(1)</u>	3,639 <u>(2)</u>	D		

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

 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)	4. Transactio Code (Instr. 8)	5. or/Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	;	ate	7. Titl Amou Under Secur (Instr.	ınt of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr
			Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

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Reporting Owners

D: 17 D: **S**

> L in

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
PRAPER E LINN JR 7655 WATERVIEW PARKWAY PALLAS, TX 75252	Х						
ignatures							
Leigh Ann K. Epperson, Attorney		07/02/2008	3				
<u>**</u> 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 2,388 shares of common stock represented by restricted stock units. The restrictions on 100% of the shares will lapse on the earlier of (i) 7/1/18 or (ii) upon termination of the director's service on the Company's board of directors.
- (2) The total amount of securities beneficially owned includes: (a) 177 shares of restricted stock granted 2/3/05; (b) 616 shares of restricted stock granted 6/10/05; (c) 458 shares of restricted stock granted 6/12/06; and (d) the new grant for 2,388 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. 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.