

Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form SC 13G

ALLIANCE DATA SYSTEMS CORP
Form SC 13G
February 03, 2011

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

SCHEDULE 13G

Under the Securities Exchange Act of 1934
(Amendment No.)*

NAME OF ISSUER: Alliance Data Systems Corporation

TITLE OF CLASS OF SECURITIES: Common Stock

CUSIP NUMBER: 018581108

DATE OF EVENT WHICH REQUIRES FILING OF THIS STATEMENT: December 31, 2010

Check the appropriate box to designate the rule pursuant to which this
Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

*The remainder of this cover page shall be filled out for a reporting
person's initial filing on this form with respect to the subject class
of securities, and for any subsequent amendment containing information
which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not
be deemed to be 'filed' for the purpose of Section 18 of the Securities
Exchange Act of 1934 ('Act') or otherwise subject to the liabilities of
that section of the Act but shall be subject to all other provisions of
the Act (however, see the Notes).

CUSIP NUMBER: 018581108

- (1) Names of Reporting Persons The Bank of New York Mellon Corporation
IRS Identification Nos. of Above Persons IRS No.13-2614959
- (2) Check the Appropriate Box if a Member of a Group (See Instructions)
(a) () (b) ()
- (3) SEC use only
- (4) Citizenship or Place of Organization New York
- Number of Shares (5) Sole Voting Power 2,998,811
Beneficially
Owned by Each (6) Shared Voting Power 42,301
Reporting Person
With (7) Sole Dispositive Power 3,389,231
(8) Shared Dispositive Power 155,358
- (9) Aggregate Amount Beneficially Owned
by Each Reporting Person 3,590,287
- (10) Check if the Aggregated Amount in Row (9) Excludes Certain

Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form SC 13G

Shares (see Instructions) ()
(11) Percent of Class Represented by Amount in Row (9) 6.90%
(12) Type of Reporting Person (See Instructions) HC

SCHEDULE 13G

Item 1(a) Name of Issuer: Alliance Data Systems Corporation
Item 1(b) Address of Issuer's Principal Executive Office:
7500 Dallas Parkway, Suite 700
Plano, Texas 75024
Item 2(a) Name of Person Filing: The Bank of New York Mellon Corporation
and any other reporting person(s)
identified on the second part of the
cover page(s) and Exhibit I
Item 2(b) Address of Principal Business Office, or if None, Residence:
C/O The Bank of New York Mellon Corporation
One Wall Street, 31st Floor
New York, New York 10286
(for all reporting persons)
Item 2(c) Citizenship: See cover page and Exhibit I
Item 2(d) Title of Class of Securities: Common Stock
CUSIP Number 018581108
Item 3 See Item 12 of cover page(s) ("Type of Reporting
Person ") for each reporting person.

Symbol Category

BD = Broker or Dealer registered under Section 15 of the
Securities Exchange Act of 1934
BK = Bank as defined in Section 3(a)(6) of the Securities
Exchange Act of 1934
IV = Investment Company registered under Section 8 of the
Investment Company Act of 1940
IA = Investment Advisor registered under Section 203 of the
Investment Advisors Act of 1940
EP = Employee Benefit Plan, Pension Fund which is subject
to the provisions of the Employee Retirement Income
Security Act of 1974 or Endowment Fund; see
Section 240.13 - d(1)(b)(1)(ii)(F)
HC = Parent Holding Company, in accordance with Section
240.13-d(1)(b)(1)(ii)(G)

Item 4 Ownership: See Item 5 through 9 and 11 of cover page(s)
as to each reporting person.

Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form SC 13G

The amount beneficially owned includes, where appropriate, securities not outstanding which are subject to options, warrants, rights or conversion privileges that are exercisable within 60 days. The securities reported herein as beneficially owned may exclude securities of the issuer with respect to which voting and/or dispositive power is exercised by subsidiaries of The Bank of New York Mellon Corporation, or departments or units thereof, independently from the exercise of those powers over the securities reported herein. See SEC Release No. 34-39538 (January 12, 1998). The filing of this Schedule 13G shall not be construed as an admission that The Bank of New York Mellon Corporation, or its direct or indirect subsidiaries, including The Bank of New York Mellon and BNY Mellon, National Association, are for the purposes of Section 13(d) or 13(g) of the Act, the beneficial owners of any securities covered by this Schedule 13G.

The following information applies if checked: () The Bank of New York Mellon and/or () The Bank of New York Mellon Trust Company, National Association is/are the trustee of the issuer's employee benefit plan (the Plan), which is subject to ERISA. The securities reported include all shares held of record by such reporting person(s) as trustee of the Plan which have not been allocated to the individual accounts of employee participants in the Plan. The reporting person, however, disclaims beneficial ownership of all shares that have been allocated to the individual accounts of employee participants in the Plan for which directions have been received and followed.

Item 5 Ownership of Five Percent or Less of a Class:

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following ()

Item 6 Ownership of More than Five Percent on Behalf of Another Person:

All of the securities are beneficially owned by The Bank of New York Mellon Corporation and its direct or indirect subsidiaries in their various fiduciary capacities. As a result, another entity in every instance is entitled to dividends or proceeds of sale. The number of individual accounts holding an interest of 5% or more is ()

Item 7 Identification and Classification of the Subsidiary Which Acquired the Security Being Reported by the Parent Holding Company:
See Exhibit I.

Item 8 Identification and Classification of Members of the Group: N/A

Item 9 Notice of Dissolution of Group: N/A

Item 10 Certification:

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired and are not held in connection with or as a participant in any transaction having such purpose or effect.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct. This filing is signed by The Bank of New York Mellon Corporation on behalf of all reporting entities pursuant to Rule

Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form SC 13G

13d-1(k) (1) promulgated under the Securities and Exchange Act of 1934, as amended.

Date: February 03, 2011

THE BANK OF NEW YORK MELLON CORPORATION

By: /s/ NICHOLAS R. DARROW

Nicholas R. Darrow
Senior Vice President
Attorney-In-Fact for
The Bank of New York Mellon Corporation

EXHIBIT I

The shares reported on the attached Schedule 13G are beneficially owned by the following direct or indirect subsidiaries of The Bank of New York Mellon Corporation, as marked (X):

(A) The Item 3 classification of each of the subsidiaries listed below is "Item 3(b) bank as defined in Section 3(a) (6) of the Act (15 U.S.C. 78c) or Section 240.13d-1(b) (1) (ii) (J) "

- (X) The Bank of New York Mellon
- () The Bank of New York Mellon Trust Company, National Association
- (X) BNY Mellon, National Association
- (X) BNY Mellon Trust of Delaware

(B) The Item 3 classification of each of the subsidiaries listed below is "Item 3(e) an investment adviser in accordance with Section 240.13d-1(b) (1) (ii) (E) or Section 240.13d-1(b) (1) (ii) (J) "

- () Blackfriars Asset Management Limited
- () BNY Mellon ARX Investimentos Ltda (parent holding company of BNY Mellon ARX Ativos Financeiros Ltda)
- (X) The Boston Company Asset Management LLC
- (X) The Dreyfus Corporation (parent holding company of MBSC Securities Corporation)
- () Insight Investment Management (Global) Limited
- (X) Lockwood Advisors, Inc.
- (X) Mellon Capital Management Corporation
- () Newton Capital Management Limited
- () Newton Investment Management Limited
- () Standish Mellon Asset Management Company LLC
- () Urdang Securities Management, Inc.
- () Urdang Capital Management, Inc.
- () Walter Scott & Partners Limited

(C) The Item 3 classification of each of the subsidiaries listed below is "Item 3(a) broker or dealer registered under Section 15 of the ACT (15 U.S.C. 78c) or Section 240.13d-1(b) (1) (ii) (B) "

- () MBSC Securities Corporation
- () Pershing LLC

(D) The Item 3 classification of each of the subsidiaries listed below is "Item 3(g) a parent holding company or control person in accordance with Section 240.13d-1(b) (1) (ii) (G) "

- (X) The Bank of New York Mellon Corporation

Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form SC 13G

- (X) B.N.Y. Holdings (Delaware) Corporation (parent holding company of BNY Mellon Trust of Delaware)
- (X) BNY Separate Account Services, Inc. (parent holding company of Lockwood Advisors, Inc.)
- () Insight Investment Management Limited (parent holding company of Insight Investment Management (Global) Limited)
- (X) MAM (MA) Holding Trust (parent holding company of Standish Mellon Asset Management Company LLC; The Boston Company Asset Management LLC)
- (X) MBC Investments Corporation (parent holding company of Mellon Capital Management Corporation; Neptune LLC)
- () Mellon International Holdings S.A.R.L. (parent holding company of BNY Mellon International Asset Management Group Limited)
- () BNY Mellon International Asset Management Group Limited (parent holding company of Newton Management Limited; Walter Scott & Partners Limited)
- () BNY Mellon Asset Management International Holdings Limited (parent holding company of Ankura Capital Pty Limited and BNY Mellon Asset Management Japan Limited)
- () Mellon Overseas Investment Corporation (parent holding company to BNY Mellon Servicos Financeiros Distribuidora de Titulos e Valores Mobiliarios S.A. and (indirect) BNY Mellon Gestao de Patrimonio Ltda)
- () Neptune LLC (parent holding company of Mellon International Holdings S.A.R.L.)
- () Newton Management Limited (parent holding company of Newton Capital Management Limited; Newton Investment Management Limited)
- (X) Pershing Group LLC (parent holding company of BNY Separate Account Services, Inc. and Pershing LLC)
- () The Bank of New York Mellon SA/NV (parent holding company of BNY Mellon Service Kapitalanlage-Gesellschaft mbH)

NOTE: ALL OF THE LEGAL ENTITIES LISTED UNDER (A) AND (B) ABOVE ARE DIRECT OR INDIRECT SUBSIDIARIES OF THE BANK OF NEW YORK MELLON CORPORATION. BENEFICIAL OWNERSHIP OF MORE THAN FIVE PERCENT OF THE CLASS BY ANY ONE OF THE SUBSIDIARIES OR INTERMEDIATE PARENT HOLDING COMPANIES LISTED ABOVE IS REPORTED ON A JOINT REPORTING PERSON PAGE FOR THAT SUBSIDIARY ON THE ATTACHED SCHEDULE 13G AND IS INCORPORATED IN THE TOTAL PERCENT OF CLASS REPORTED ON THE BANK OF NEW YORK MELLON CORPORATION'S REPORTING PERSON PAGE. (DO NOT ADD THE SHARES OR PERCENT OF CLASS REPORTED ON EACH JOINT REPORTING PERSON PAGE ON THE ATTACHED SCHEDULE 13G TO DETERMINE THE TOTAL PERCENT OF CLASS FOR THE BANK OF NEW YORK MELLON CORPORATION).

POWER OF ATTORNEY

KNOW ALL PERSONS BY THESE PRESENTS that each of the undersigned (each a "Company") does hereby make, constitute and appoint each of Kenneth J. Bradle, Sri Gupta, John E. Thomas, Jr., Nicholas R. Darrow, (and any other employee of The Bank of New York Mellon Corporation, or one of its affiliates, designated in writing by one of the attorneys-in-fact), acting individually, its true and lawful attorney, to execute and deliver in its name and on its behalf, whether the Company is acting individually or as representative of others, any and all filings, be they written or oral, required to be made by the Company with respect to securities which may be deemed to be beneficially owned by the Company or under the Company's investment discretion under:

*the Securities Exchange Act of 1934, as amended (the "Exchange Act"), including those filings required to be submitted on Form 13F, Schedule 13G

Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form SC 13G

and Form SH, and

*the laws of any jurisdiction other than the United States of America, including those filings made to disclose securities holdings as required to be submitted to regulatory agencies, exchanges and/or issuers,

giving and granting unto each said attorney-in-fact power and authority to correspond with issuers, regulatory authorities, and other entities as is required in support of the filings referenced above, and to act in the premises as fully and to all intents and purposes as the Company might or could do to comply with the applicable regulations if personally present by one of its authorized signatories (including, but not limited to, instructing local counsel on a Company's behalf), hereby ratifying and confirming all that said attorney-in-fact shall lawfully do or cause to be done by virtue hereof.

THIS POWER OF ATTORNEY shall remain in full force and effect until either revoked in writing by the Company or until such time as the person or persons to whom power of attorney has been hereby granted cease(s) to be an employee of The Bank of New York Mellon Corporation or one of its affiliates.

This Power of Attorney may be executed in any number of counterparts all of which taken together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the undersigned hereby execute this Agreement effective as of the date set forth below.

| Banks/Bank Holding Companies |

THE BANK OF NEW YORK MELLON CORPORATION

BNY MELLON, NATIONAL ASSOCIATION

By: /S/ RONALD P. O'HANLEY

By: /S/ GERALD L. HASSELL

Ronald P. O'Hanley
Vice Chairman

Gerald L. Hassell
President

Date: October 12, 2009

Date: October 12, 2009

THE BANK OF NEW YORK MELLON

THE BANK OF NEW YORK MELLON

By: /S/ GERALD L. HASSELL

By: /S/ DONALD R. MONKS

Gerald L. Hassell
President

Donald R. Monks
Vice Chairman

Date: October 12, 2009

Date: October 12, 2009

THE BANK OF NEW YORK MELLON TRUST COMPANY, NATIONAL ASSOCIATION

THE BANK OF NEW YORK MELLON TRUST COMPANY, NATIONAL ASSOCIATION

By: /S/ KAREN A. BAYZ

By: /S/ JOHN A. PARK

Karen A. Bayz
Managing Director and
Chief Financial Officer

John A. Park
Executive Vice President

Date: October 13, 2009

Date: October 9, 2009

BNY MELLON TRUST OF DELAWARE

BNY MELLON TRUST OF DELAWARE

Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form SC 13G

By: /S/ DAVID B. KUTCH

David B. Kutch
Chairman and
Chief Executive Officer
Date: October 12, 2009

By: /S/ DONALD R. MONKS

Donald R. Monks
Senior Executive Vice President
Date: October 12, 2009

| Investment Advisers and/or Broker-Dealers |

ANKURA CAPITAL PTY LIMITED

PERSHING LLC

By: /S/ GREG VAUGHN

Greg Vaughn
Managing Director
Date: October 8, 2009

By: /S/ GARY JOHNSON

Gary Johnson
Managing Director
Date: December 10, 2010

BLACKFRIARS ASSET MANAGEMENT LIMITED

BLACKFRIARS ASSET MANAGEMENT LIMITED

By: /S/ HUGH HUNTER

Hugh Hunter
Chief Executive Officer
Date: October 7, 2009

By: /S/ MOHAMMED BHATTI

Mohammed Bhatti
Director and Chief Operating
Officer
Date: October 7, 2009

BNY MELLON ARX INVESTIMENTOS LTDA

BNY MELLON ARX INVESTIMENTOS LTDA

By: /S/ JOSE CARLOS LOPES XAVIER
DE OLIVEIRA

Jose Carlos Lopes Xavier De Oliveira
Chief Executive Officer
Date: January 4, 2010

By: /S/ MARCELO PERIERA DA SILVA

Marcelo Periera da Silva
Chief Financial Officer
Date: January 4, 2010

BNY MELLON SERVICOS FINANCEIROS
DISTRIBUIDORA DE TITULOS E VALORES
MOBILIARIOS S.A

BNY MELLON SERVICOS FINANCEIROS
DISTRIBUIDORA DE TITULOS E VALORES
MOBILIARIOS S.A

By: /S/ JOSE CARLOS LOPES XAVIER
DE OLIVEIRA

Jose Carlos Lopes Xavier De Oliveira
Chief Executive Officer
Date: January 4, 2010

By: /S/ MARCELO PERIERA DA SILVA

Marcelo Periera da Silva
Chief Financial Officer
Date: January 4, 2010

BNY MELLON ARX ATIVOS FINANCEIROS
LTDA

BNY MELLON ARX ATIVOS FINANCEIROS
LTDA

By: /S/ JOSE CARLOS LOPES XAVIER
DE OLIVEIRA

Jose Carlos Lopes Xavier De Oliveira
Chief Executive Officer
Date: January 4, 2010

By: /S/ MARCELO PERIERA DA SILVA

Marcelo Periera da Silva
Chief Financial Officer
Date: January 4, 2010

Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form SC 13G

BNY MELLON GESTAO DE PATRIMONIO LTDA

By: /S/ JOSE CARLOS LOPES XAVIER
DE OLIVEIRA

Jose Carlos Lopes Xavier De Oliveira
Chief Executive Officer

Date: January 4, 2010

BNY MELLON GESTAO DE PATRIMONIO LTDA

By: /S/ MARCELO PERIERA DA SILVA

Marcelo Periera da Silva
Chief Financial Officer

Date: January 4, 2010

THE BOSTON COMPANY ASSET MANAGEMENT
LLC

By: /S/ DAVE CAMERON

Dave Cameron
Chairman, President and
Chief Executive Officer

Date: October 12, 2009

THE BOSTON COMPANY ASSET MANAGEMENT
LLC

By: /S/ JOSEPH P. GENNACO

Joseph P. Gennaco
Executive Vice President
and Chief Operating Officer

Date: October 12, 2009

BNY MELLON ASSET MANAGEMENT JAPAN
LIMITED

By: /S/ SHOGO YAMAGUCHI

Shogo Yamaguchi
President and
Representative Director

Date: December 29, 2009

BNY MELLON ASSET MANAGEMENT JAPAN
LIMITED

By: /S/ DAVID JIANG

David Jiang
Chairman and
Representative Director

Date: December 29, 2009

THE DREYFUS CORPORATION

By: /S/ JAMES BITETTO

James Bitetto
Corporate Secretary

Date: October 7, 2009

INSIGHT INVESTMENT (Global)
MANAGEMENT LIMITED

By: /s/ CHARLES FARQUHARSON

Charles Farquharson
Chief Risk Officer

Date: December 04, 2009

LOCKWOOD ADVISORS, INC.

By: /S/ DON MARCHESIELLO

Don Marchesiello
President

Date: October 6, 2009

MELLON CAPITAL MANAGEMENT
CORPORATION

By: /S/ CHARLES J. JACKLIN

Charles J. Jacklin
President and CEO

Date: October 8, 2009

MBSC SECURITIES CORPORATION

By: /S/ KENNETH J. BRADLE

Kenneth J. Bradle
President

Date: October 28, 2009

Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form SC 13G

NEWTON INVESTMENT MANAGEMENT LIMITED

By: /S/ ANDREW DOWNS

Andrew Downs
Chief Operating Officer

Date: November 6, 2009

NEWTON CAPITAL MANAGEMENT LIMITED

By: /S/ ANDREW DOWNS

Andrew Downs
Chief Operating Officer

Date: November 6, 2009

STANDISH MELLON ASSET MANAGEMENT
COMPANY LLC

By: /S/ DESMOND MAC INTYRE

Desmond Mac Intyre
President and CEO

Date: November 19, 2009

PERSHING GROUP LLC

By: /S/ BRIAN T. SHEA

Brian T. Shea
Managing Director

Date: October 9, 2009

URDANG CAPITAL MANAGEMENT, INC.

By: /S/ RICHARD J. FERST

Richard J. Ferst
President and
Chief Operating Officer

Date: October 15, 2009

URDANG CAPITAL MANAGEMENT, INC.

By: /S/ E. TODD BRIDDELL

E. Todd Briddell
Managing Director and
Chief Investment Officer

Date: October 15, 2009

URDANG SECURITIES MANAGEMENT, INC.

By: /S/ E. TODD BRIDDELL

E. Todd Briddell
Managing Director
and Chief Investment Officer

Date: October 15, 2009

URDANG SECURITIES MANAGEMENT, INC.

By: /S/ RICHARD J. FERST

Richard J. Ferst
President and
Chief Operating Office

Date: October 15, 2009

WALTER SCOTT & PARTNERS LIMITED

By: /S/ ANNA NICHOLL

Anna Nicholl
Chief Compliance Officer

Date: October 8, 2009

WALTER SCOTT & PARTNERS LIMITED

By: /S/ CAROL-ANN FRASER

Carol-Ann Fraser
Compliance Officer

Date: October 8, 2009

| Parent Holding Companies/Control Persons |

B.N.Y. HOLDINGS (DELAWARE) CORPORATION

By: /S/ JOHN A. PARK

John A. Park
Senior Vice President

Date: October 9, 2009

BNY SEPARATE ACCOUNT SERVICES, INC.

By: /S/ BRIAN T. SHEA

Brian T. Shea
Chairman

Date: October 9, 2009

Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form SC 13G

BNY MELLON ASSET MANAGEMENT
INTERNATIONAL HOLDINGS LIMITED

By: /S/ GREG BRISK

Greg Brisk
Director

Date: October 12, 2009

BNY MELLON ASSET MANAGEMENT
INTERNATIONAL HOLDINGS LIMITED

By: /S/ SHONA SPENCE

Shona Spence
Director

Date: October 15, 2009

BNY MELLON INTERNATIONAL ASSET
MANAGEMENT GROUP LIMITED

By: /S/ JEREMY N. BASSIL

Jeremy N. Bassil
Director

Date: October 13, 2009

NEPTUNE LLC

By: /S/ JEREMY N. BASSIL

Jeremy N. Bassil
Management Committee Member

Date: October 13, 2009

MAM (MA) HOLDING TRUST

By: /S/ RONALD P. O'HANLEY

Ronald P. O'Hanley
President

Date: October 9, 2009

MBC INVESTMENTS CORPORATION

By: /S/ GORDON MOTTER

Gordon Motter
Chairman, President and CEO

Date: October 9, 2009

MELLON INTERNATIONAL HOLDINGS
S.A.R.L.

By: /S/ JON LITTLE

Jon Little
Manager

Date: October 9, 2009

MELLON INTERNATIONAL HOLDINGS
S.A.R.L.

By: /S/ EDWARD KEMP

Edward Kemp
Director

Date: October 16, 2009

NEWTON MANAGEMENT LIMITED

By: /S/ HELENA MORRISSEY

Helena Morrissey
Director

Date: October 15, 2009

NEWTON MANAGEMENT LIMITED

By: /S/ ANDREW DOWNS

Andrew Downs
Director

Date: November 6, 2009

MELLON OVERSEAS INVESTMENT
CORPORATION

By: /S/ JON LITTLE

Jon Little
Chairman, President And
Chief Executive Officer

Date: December 04, 2009

INSIGHT INVESTMENT MANAGEMENT
LIMITED

By: /S/ CHARLES FARQUHARSON

Charles Farquharson
Chief Risk Officer

Date: December 04, 2009

BNY INTERNATIONAL FINANCING
CORPORATION

THE BANK OF NEW YORK MELLON SA/NV

Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form SC 13G

By: /S/ FRED RICCIARDI

Fred Ricciardi
President

Date: August 30, 2010

By: /S/ JEAN-CHRISTOPHEMATHONET

Jean-ChristopheMathonet
Managing Director

Date: October 4, 2010

| Fund Administrators |

BNY MELLON SERVICE KAPITALANLAGE-
GESELLSCHAFT mbH

By: /S/ CAROLINE SPECHT

Caroline Specht
Managing Director, Head of
Business Strategy and Legal

Date: August 24, 2010

JOINT FILING AGREEMENT

In accordance with Rule 13d-1(k)(1) under the Securities Exchange Act of 1934, as amended (the "Exchange Act"), the undersigned hereby agree to any and all joint filings required to be made on their behalf on Schedule 13G (including amendments thereto) under the Exchange Act, with respect to securities which may be deemed to be beneficially owned by them under the Exchange Act, and that this Agreement be included as an Exhibit to any such joint filing. This Agreement may be executed in any number of counterparts all of which taken together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the undersigned hereby execute this Agreement effective as of the date set forth below.

| Banks/Bank Holding Companies |

THE BANK OF NEW YORK MELLON
CORPORATION

By: /S/ RONALD P. O'HANLEY

Ronald P. O'Hanley
Vice Chairman

Date: October 09, 2009

BNY MELLON, NATIONAL ASSOCIATION

By: /S/ GERALD L. HASSELL

Gerald L. Hassell
President

Date: October 12, 2009

THE BANK OF NEW YORK MELLON

By: /S/ GERALD L. HASSELL

Gerald L. Hassell
President

Date: October 12, 2009

THE BANK OF NEW YORK MELLON

By: /S/ DONALD R. MONKS

Donald R. Monks
Vice Chairman

Date: October 12, 2009

Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form SC 13G

THE BANK OF NEW YORK MELLON TRUST
COMPANY, NATIONAL ASSOCIATION

THE BANK OF NEW YORK MELLON TRUST
COMPANY, NATIONAL ASSOCIATION

By: /S/ KAREN A. BAYZ

By: /S/ JOHN A. PARK

Karen A. Bayz
Managing Director and
Chief Financial Officer

John A. Park
Executive Vice President

Date: October 13, 2009

Date: October 9, 2009

BNY MELLON TRUST OF DELAWARE

BNY MELLON TRUST OF DELAWARE

By: /S/ DAVID B. KUTCH

By: /S/ DONALD R. MONKS

David B. Kutch
Chairman and
Chief Executive Officer

Donald R. Monks
Senior Executive Vice President

Date: October 12, 2009

Date: October 12, 2009

| Investment Advisers and/or Broker-Dealers |

ANKURA CAPITAL PTY LIMITED

PERSHING LLC

By: /S/ GREG VAUGHN

By: /S/ GARY JOHNSON

Greg Vaughn
Managing Director

Gary Johnson
Managing Director

Date: October 8, 2009

Date: December 10, 2010

BLACKFRIARS ASSET MANAGEMENT LIMITED

BLACKFRIARS ASSET MANAGEMENT LIMITED

By: /S/ HUGH HUNTER

By: /S/ MOHAMMED BHATTI

Hugh Hunter
Chief Executive Officer

Mohammed Bhatti
Director and Chief Operating
Officer

Date: October 7, 2009

Date: October 7, 2009

BNY MELLON ARX INVESTIMENTOS LTDA

BNY MELLON ARX INVESTIMENTOS LTDA

By: /S/ JOSE CARLOS LOPES XAVIER
DE OLIVEIRA

By: /S/ MARCELO PERIERA DA SILVA

Jose Carlos Lopes Xavier De Oliveira
Chief Executive Officer

Marcelo Periera da Silva
Chief Financial Officer

Date: January 4, 2010

Date: January 4, 2010

BNY MELLON SERVICOS FINANCEIROS
DISTRIBUIDORA DE TITULOS E VALORES
MOBILIARIOS S.A

BNY MELLON SERVICOS FINANCEIROS
DISTRIBUIDORA DE TITULOS E VALORES
MOBILIARIOS S.A

By: /S/ JOSE CARLOS LOPES XAVIER
DE OLIVEIRA

By: /S/ MARCELO PERIERA DA SILVA

Jose Carlos Lopes Xavier De Oliveira

Marcelo Periera da Silva

Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form SC 13G

Chief Executive Officer
Date: January 4, 2010

Chief Financial Officer
Date: January 4, 2010

BNY MELLON ARX ATIVOS FINANCEIROS
LTDA

BNY MELLON ARX ATIVOS FINANCEIROS
LTDA

By: /S/ JOSE CARLOS LOPES XAVIER
DE OLIVEIRA

By: /S/ MARCELO PERIERA DA SILVA

Jose Carlos Lopes Xavier De Oliveira
Chief Executive Officer

Marcelo Periera da Silva
Chief Financial Officer

Date: January 4, 2010

Date: January 4, 2010

BNY MELLON GESTAO DE PATRIMONIO LTDA

BNY MELLON GESTAO DE PATRIMONIO LTDA

By: /S/ JOSE CARLOS LOPES XAVIER
DE OLIVEIRA

By: /S/ MARCELO PERIERA DA SILVA

Jose Carlos Lopes Xavier De Oliveira
Chief Executive Officer

Marcelo Periera da Silva
Chief Financial Officer

Date: January 4, 2010

Date: January 4, 2010

THE BOSTON COMPANY ASSET MANAGEMENT
LLC

THE BOSTON COMPANY ASSET MANAGEMENT
LLC

By: /S/ DAVE CAMERON

By: /S/ JOSEPH P. GENNACO

Dave Cameron
Chairman, President and
Chief Executive Officer

Joseph P. Gennaco
Executive Vice President
and Chief Operating Officer

Date: October 12, 2009

Date: October 12, 2009

BNY MELLON ASSET MANAGEMENT JAPAN
LIMITED

BNY MELLON ASSET MANAGEMENT JAPAN
LIMITED

By: /S/ SHOGO YAMAGUCHI

By: /S/ DAVID JIANG

Shogo Yamaguchi
President and
Representative Director

David Jiang
Chairman and
Representative Director

Date: December 29, 2009

Date: December 29, 2009

THE DREYFUS CORPORATION

INSIGHT INVESTMENT (Global)
MANAGEMENT LIMITED

By: /S/ JAMES BITETTO

By: /s/ CHARLES FARQUHARSON

James Bitetto
Corporate Secretary

Charles Farquharson
Chief Risk Officer

Date: October 7, 2009

Date: December 04, 2009

LOCKWOOD ADVISORS, INC.

By: /S/ DON MARCHESIELLO

Don Marchesiello

Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form SC 13G

President
Date: October 6, 2009

MELLON CAPITAL MANAGEMENT
CORPORATION

By: /S/ CHARLES J. JACKLIN

Charles J. Jacklin
President and CEO
Date: October 8, 2009

MBSC SECURITIES CORPORATION

By: /S/ KENNETH J. BRADLE

Kenneth J. Bradle
President
Date: October 28, 2009

NEWTON INVESTMENT MANAGEMENT LIMITED

By: /S/ ANDREW DOWNS

Andrew Downs
Chief Operating Officer
Date: November 6, 2009

NEWTON CAPITAL MANAGEMENT LIMITED

By: /S/ ANDREW DOWNS

Andrew Downs
Chief Operating Officer
Date: November 6, 2009

STANDISH MELLON ASSET MANAGEMENT
COMPANY LLC

By: /S/ DESMOND MAC INTYRE

Desmond Mac Intyre
President and CEO
Date: November 19, 2009

PERSHING GROUP LLC

By: /S/ BRIAN T. SHEA

Brian T. Shea
Managing Director
Date: October 9, 2009

URDANG CAPITAL MANAGEMENT, INC.

By: /S/ RICHARD J. FERST

Richard J. Ferst
President and
Chief Operating Officer
Date: October 15, 2009

URDANG CAPITAL MANAGEMENT, INC.

By: /S/ E. TODD BRIDDELL

E. Todd Briddell
Managing Director and
Chief Investment Officer
Date: October 15, 2009

URDANG SECURITIES MANAGEMENT, INC.

By: /S/ E. TODD BRIDDELL

E. Todd Briddell
Managing Director
and Chief Investment Officer
Date: October 15, 2009

URDANG SECURITIES MANAGEMENT, INC.

By: /S/ RICHARD J. FERST

Richard J. Ferst
President and
Chief Operating Office
Date: October 15, 2009

WALTER SCOTT & PARTNERS LIMITED

By: /S/ ANNA NICHOLL

Anna Nicholl
Chief Compliance Officer
Date: October 8, 2009

WALTER SCOTT & PARTNERS LIMITED

By: /S/ CAROL-ANN FRASER

Carol-Ann Fraser
Compliance Officer
Date: October 8, 2009

Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form SC 13G

| Parent Holding Companies/Control Persons |

B.N.Y. HOLDINGS (DELAWARE) CORPORATION BNY SEPARATE ACCOUNT SERVICES, INC.

By: /S/ JOHN A. PARK

John A. Park
Senior Vice President

Date: October 9, 2009

By: /S/ BRIAN T. SHEA

Brian T. Shea
Chairman

Date: October 9, 2009

BNY MELLON ASSET MANAGEMENT
INTERNATIONAL HOLDINGS LIMITED

By: /S/ GREG BRISK

Greg Brisk
Director

Date: October 12, 2009

BNY MELLON ASSET MANAGEMENT
INTERNATIONAL HOLDINGS LIMITED

By: /S/ SHONA SPENCE

Shona Spence
Director

Date: October 15, 2009

BNY MELLON INTERNATIONAL ASSET
MANAGEMENT GROUP LIMITED

By: /S/ JEREMY N. BASSIL

Jeremy N. Bassil
Director

Date: October 13, 2009

NEPTUNE LLC

By: /S/ JEREMY N. BASSIL

Jeremy N. Bassil
Management Committee Member

Date: October 13, 2009

MAM (MA) HOLDING TRUST

By: /S/ RONALD P. O'HANLEY

Ronald P. O'Hanley
President

Date: October 9, 2009

MBC INVESTMENTS CORPORATION

By: /S/ GORDON MOTTER

Gordon Motter
Chairman, President and CEO

Date: October 9, 2009

MELLON INTERNATIONAL HOLDINGS
S.A.R.L.

By: /S/ JON LITTLE

Jon Little
Manager

Date: October 9, 2009

MELLON INTERNATIONAL HOLDINGS
S.A.R.L.

By: /S/ EDWARD KEMP

Edward Kemp
Director

Date: October 16, 2009

NEWTON MANAGEMENT LIMITED

By: /S/ HELENA MORRISSEY

Helena Morrissey
Director

Date: October 15, 2009

NEWTON MANAGEMENT LIMITED

By: /S/ ANDREW DOWNS

Andrew Downs
Director

Date: November 6, 2009

MELLON OVERSEAS INVESTMENT

INSIGHT INVESTMENT MANAGEMENT

Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form SC 13G

CORPORATION

LIMITED

By: /S/ JON LITTLE

By: /S/ CHARLES FARQUHARSON

Jon Little
Chairman, President And
Chief Executive Officer

Charles Farquharson
Chief Risk Officer

Date: December 04, 2009

Date: December 04, 2009

BNY INTERNATIONAL FINANCING
CORPORATION

THE BANK OF NEW YORK MELLON SA/NV

By: /S/ FRED RICCIARDI

By: /S/ JEAN-CHRISTOPHEMATHONET

Fred Ricciardi
President

Jean-ChristopheMathonet
Managing Director

Date: August 30, 2010

Date: October 4, 2010

| Fund Administrators |

BNY MELLON SERVICE KAPITALANLAGE-
GESELLSCHAFT mbH

By: /S/ CAROLINE SPECHT

Caroline Specht
Managing Director, Head of
Business Strategy and Legal

Date: August 24, 2010