## Edgar Filing: MINICUCCI ROBERT A - Form 4

| MINICUCO<br>Form 4   | CI ROBERT A  |  |   |             |   |   |   |   |   |  |  |  |
|--|--|--|---|-------------|---|---|---|---|---|--|--|--|
| September 2  | 24, 2012   |  |   |             |   |   |   |   |   |  |  |  |
| FORM   | FORM 4 UNITED STATES SECURITIES AND EXCHANCE COMMISSION  |  |   |             |   |   |   |   | OMB APPROVAL  |  |  |  |
| Washi  |  |  |   |             | ITIES AND EXCHANGE COMMISSIO<br>hington, D.C. 20549 |   |   | OMMISSION   | OMB<br>Number:  | 3235-0287  |  |  |
| Check t<br>if no lor<br>subject<br>Section<br>Form 4                   | to <b>STATE</b><br>16.   | STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF<br>SECURITIES  |   |             |   |   |   |   |   | Expires:January 31Expires:2005Estimated averageburden hours perresponse0.5 |  |  |
| Form 5<br>obligati<br>may con<br><i>See</i> Inst<br>1(b).              | ons<br>ntinue. Section 17  | Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,<br>Section 17(a) of the Public Utility Holding Company Act of 1935 or Section<br>30(h) of the Investment Company Act of 1940 |   |             |   |   |   |   |   |  |  |  |
| (Print or Type   | Responses)   |  |   |             |   |   |   |   |   |  |  |  |
| 1. Name and Address of Reporting Person <u>*</u><br>MINICUCCI ROBERT A |  |  | 21 ISSuer France and Frener of Fraung   |             |   |   | ]   | 5. Relationship of Reporting Person(s) to<br>Issuer<br>(Check all applicable) |   |  |  |  |
|  |  |  |   |             |   |   |   |   |   |  |  |  |
| (Last) (First) (Middle)<br>7500 DALLAS PARKWAY, SUITE                  |  |  | 3. Date of Earliest Transaction(Month/Day/Year)09/21/2012   |             |   | _X Director 10% Owner<br>Officer (give title Other (specify<br>elow) below)                           |   |   |   |  |  |  |
| 700  |  |  |   |             |   |   |   |   |   |  |  |  |
|  |  |  | I(Month/Day/Year) A   |             |   | . Individual or Joint/Group Filing(Check<br>Applicable Line)<br>X_ Form filed by One Reporting Person |   |   |   |  |  |  |
| PLANO, T   | X 75024  |  |   |             |   |   | Ī   | Form filed by Mo<br>Person  | ore than One Rep  | porting  |  |  |
| (City)   | (State)  | (Zip)  | Tal   | ble I - Non | -Derivativ  | e Secu  | rities Acqu   | ired, Disposed of,  | or Beneficiall  | y Owned  |  |  |
| 1.Title of<br>Security<br>(Instr. 3)                                   | 2. Transaction Date 2A. Deemed<br>(Month/Day/Year) 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) |  | 3. 4. Securities Acquired (A)<br>TransactiorDisposed of (D)<br>Code (Instr. 3, 4 and 5)<br>(Instr. 8) |             |   | )   | or 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported | 6.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)                  | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |  |  |
|  |  |  |   | Code V      | Amount  | (A)<br>or<br>(D)  | Price<br>\$   | Transaction(s) (Instr. 3 and 4)   | (Instr. 4)  |  |  |  |
| Common<br>Stock  | 09/21/2012   |  |   | S           | 30,000  | D   | 142.6074  | 4 121,278 <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 o<br>Derivativ<br>Security<br>(Instr. 3) | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transacti<br>Code<br>(Instr. 8) | Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3, | Expiration Date<br>(Month/Day/Year) |                    | Amount of |  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Nu<br>Deriv<br>Secu<br>Bene<br>Own<br>Follo<br>Repo<br>Trans<br>(Instr |
|---|---|---|---------------------------------------|--|-------------------------------------|--------------------|-----------|--|---|---|
|   |   |   | Code V                                | 4, and 5)<br>(A) (D)   | Date<br>Exercisable                 | Expiration<br>Date | Title     | Amount<br>or<br>Number<br>of<br>Shares |   |   |

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## **Reporting Owners**

| Reporting Owner Name / Address  | Relationships |           |         |       |  |  |  |
|---|---------------|-----------|---------|-------|--|--|--|
|   | Director      | 10% Owner | Officer | Other |  |  |  |
| MINICUCCI ROBERT A<br>7500 DALLAS PARKWAY, SUITE 700<br>PLANO, TX 75024 | Х             |           |         |       |  |  |  |
| Signatures  |               |           |         |       |  |  |  |
| Cynthia L. Hageman, Attorney<br>in Fact                                 | 09/24/2012    |           |         |       |  |  |  |
| **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).

The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$142.25 to \$143.00 inclusive. The reporting person undertakes to provide to Alliance Data Systems Corporation, any security holder of

(1) Alliance Data Systems Corporation, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth herein.

The total amount of securities beneficially owned includes: (a) 105,509 unrestricted shares; (b) 2,388 unvested restricted stock units
 (2) granted 7/1/08; (c) 3,452 unvested restricted stock units granted 7/1/09; (d) 4,404 unvested restricted stock units granted 6/30/10; (e) 3,246 unvested restricted stock units granted 6/30/11; and (f) 2,279 unvested restricted stock units granted 6/29/12.

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.