

Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form 4

ALLIANCE DATA SYSTEMS CORP  
 Form 4  
 September 27, 2001  
**FORM 4**

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

OMB APPROVAL

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

o Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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(f) of the Investment Company Act of 1940

OMB Number: 3235-0287  
 Expires: December 31, 2001  
 Estimated average burden hours per response. . . . 0.5

1. Name and Address of Reporting Person*			2. Issuer Name and Ticker or Trading Symbol		4. Statement for (Month/Year)	6. Relationship of Reporting Person(s) to Issuer (Check all applicable)		
<b>Heffernan, Edward, J.</b>			<b>Alliance Data Systems Corporation ADS</b>		<b>September 2001</b>	<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other		
(Last)	(First)	(Middle)						Officer/Other Description <b>Executive Vice President, Chief Financial Officer</b>
17655 Waterview Parkway			3. I.R.S. Identification Number of Reporting Person, if an entity (voluntary)		5. If Amendment, Date of Original (Month/Year)	7. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person		
(Street)								
Dallas, TX 75252-8012								
(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)	3. Transaction Code and Voluntary Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) Of (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned at End of Month (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common	9/25/2001	J	1,000(1)   A   \$14.00	38,000 (2)	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.  
 \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

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. Transaction Code and Voluntary Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) Of (Instr. 3, 4 and 5)	6. Date Exercisable(DE) and Expiration Date(ED) (Month/Day/Year)
Employee Stock Option (right to buy)	\$9.00				

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					<b>Varies (3)   05/25/2008</b>
<b>Employee Stock Option (right to buy)</b>	<b>\$9.90</b>				<b>Varies (4)   05/06/2009</b>
<b>Employee Stock Option (right to buy)</b>	<b>\$15.00</b>				<b>Varies (5)   08/31/2010</b>
<b>Employee Stock Option (right to buy)</b>	<b>\$15.00</b>				<b>Varies (6)   10/08/2010</b>
<b>Employee Stock Option (right to buy)</b>	<b>\$12.00</b>				<b>Varies (7)   06/08/2011</b>

7.	Title and Amount of Underlying Securities (Instr. 3 and 4)	8.	Price of Derivative Security (Instr. 5)	9.	Number of Derivative Securities Beneficially Owned at End of Month (Instr. 4)	10.	Ownership Form of Derivative Security: Direct (D) or Indirect (I)	11.	Nature of Indirect Beneficial Ownership (Instr. 4)
	<b>Common 16,666</b>				<b>16,666</b>		<b>D</b>		
	<b>Common 2,777</b>				<b>2,777</b>		<b>D</b>		
	<b>Common 40,000</b>				<b>40,000</b>		<b>D</b>		
	<b>Common 40,557</b>				<b>40,557</b>		<b>D</b>		
	<b>Common 38,313</b>				<b>38,313</b>		<b>D</b>		

Explanation of Responses:  
See attached statement

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. /s/ Kellie J. Watts  
See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

\_\_\_\_\_  
\*\* Signature of Reporting Person  
**Attorney-in-Fact for Edward J. Heffernan**

9/26/2001  
Date

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.

**Alliance Data Systems Corporation ADS**

**Form 4 - September 2001**

**Heffernan, Edward J.**  
17655 Waterview Parkway  
Dallas, TX 75252-8012

(1) Purchase pursuant to SEC Release No. 44791 dated September 14, 2001, and extended with Release No. 44827 dated September 21, 2001.

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- (2) Total beneficial ownership includes 28,000 unvested shares of common stock pursuant to a restricted stock grant.
- (3) The option became exercisable for 4,167 shares on 1/31/99, 4,166 shares on 1/31/00, and 4,167 shares on 1/31/01; and becomes exercisable for 4,166 shares on 1/31/02.
- (4) The option became exercisable for 694 shares on each of 1/31/00 and 1/31/01; and becomes exercisable for 694 shares on 1/31/02 and 695 shares on 1/31/03.
- (5) The option became exercisable for 13,200 shares on 8/31/01; and becomes exercisable for 13,200 shares on 8/31/02 and for 13,600 shares on 8/31/03.
- (6) The option becomes exercisable for 13,384 shares on each of 10/8/01 and 10/8/02, and for 13,789 shares on 10/8/02.
- (7) The option is exercisable for 33% of the underlying shares on each of 8/31/01 and 8/31/02, and for 34% on 8/31/03.