

Edgar Filing: ALLIANCE DATA SYSTEMS CORP - Form 4

Employee Stock Option (right to buy)

| | | |
|---|---------|-------------------------|
| Employee Stock Option (right to buy) | \$9.00 | Varies (4) 07/23/2008 |
| Employee Stock Option (right to buy) | \$9.90 | Varies (5) 11/30/2008 |
| Employee Stock Option (right to buy) | \$9.90 | Varies (6) 05/6/2009 |
| Employee Stock Option (right to buy) | \$15.00 | Varies (7) 08/31/2010 |
| Employee Stock Option (right to buy) | \$12.00 | Varies (8) 06/08/2011 |

| 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) |
|----|--|----|--|----|---|-----|--|-----|--|
| | Common 44,444 | | | | 44,444 | | D | | |
| | Common 38,888 | | | | 38,888 | | D | | |
| | Common 27,777 | | | | 27,777 | | D | | |
| | Common 22,222 | | | | 22,222 | | D | | |
| | Common 80,000 | | | | 80,000 | | D | | |
| | Common 38,048 | | | | 38,048 | | D | | |

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
Michael A. Beltz**

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

Beltz, Michael A.
17655 Waterview Parkway
Dallas, TX 75252-8012

Explanation of responses:

- (1) Purchase pursuant to SEC Release No. 44791 dated September 14, 2001, and extended with Release No. 44827 dated September 21, 2001.
- (2) Total beneficial ownership includes 28,000 unvested shares of common stock pursuant to a restricted stock grant.
- (3) The option became exercisable for 5,556 shares on 1/31/98, 13,888 shares on 1/31/99, 13,889 shares on 1/31/00, and 11,111 shares on 1/31/01.
- (4) The option became exercisable for 9,722 shares on each of 1/31/99, 1/31/00, and 1/31/01, and becomes exercisable for 9,722 shares on 1/31/02.
- (5) The option became exercisable for 6,944 shares on each of 1/31/99, 1/31/00, and 1/31/01, and becomes exercisable for 6,945 shares on 1/31/02.
- (6) The option is exercisable for 5,556 shares on each of 1/31/00, 1/31/01, 1/31/02 and 1/31/03.
- (7) The option becomes exercisable for 26,400 shares on each of 8/31/01 and 8/31/02 and for 27,200 shares on 8/31/03.
- (8) The option is exercisable for 33% of the underlying shares on each of 6/7/02 and 6/7/03, and for 34% on 6/7/04.