

# 2010 FOR PROFIT CORPORATION ANNUAL REPORT

DOCUMENT# F95000003882

FILED  
Apr 16, 2010  
Secretary of State

**Entity Name:** ADS ALLIANCE DATA SYSTEMS, INC.

**Current Principal Place of Business:**

17655 WATERVIEW PARKWAY  
DALLAS, TX 75252

**New Principal Place of Business:**

**Current Mailing Address:**

3100 EASTON SQUARE PLACE  
COLUMBUS, OH 43219

**New Mailing Address:**

**FEI Number:** 13-3163498

**FEI Number Applied For ( )**

**FEI Number Not Applicable ( )**

**Certificate of Status Desired ( )**

**Name and Address of Current Registered Agent:**

C T CORPORATION SYSTEM  
1200 SOUTH PINE ISLAND ROAD  
PLANTATION, FL 33324 US

**Name and Address of New Registered Agent:**

The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.

**SIGNATURE:**

\_\_\_\_\_  
Electronic Signature of Registered Agent

\_\_\_\_\_  
Date

**Election Campaign Financing Trust Fund Contribution ( ).**

**OFFICERS AND DIRECTORS:**

**Title:** PCEO  
**Name:** HEFFERNAN, EDWARD J  
**Address:** 17655 WATERVIEW PARKWAY  
**City-St-Zip:** DALLAS, TX 75252

**Title:** V  
**Name:** SCHUMACHER, RICHARD E JR  
**Address:** 3100 EASTON SQUARE PLACE  
**City-St-Zip:** COLUMBUS, OH 43219

**Title:** S  
**Name:** UTAY, ALAN M  
**Address:** 17655 WATERVIEW PARKWAY  
**City-St-Zip:** DALLAS, TX 75252

**Title:** VP  
**Name:** HORN, CHARLES L  
**Address:** 17655 WATERVIEW PARKWAY  
**City-St-Zip:** DALLAS, TX 75252

**Title:** D  
**Name:** MINICUCCI, ROBERT A  
**Address:** 320 PARK AVENUE STE 2500  
**City-St-Zip:** NEW YORK, NY 100226815

**Title:** D  
**Name:** ANDERSON, BRUCE K  
**Address:** 320 PARK AVENUE STE 2500  
**City-St-Zip:** NEW YORK, NY 100226815

I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 607, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.

**SIGNATURE:** RICHARD E. SCHUMACHER, JR.

SVP

04/16/2010

\_\_\_\_\_  
Electronic Signature of Signing Officer or Director

\_\_\_\_\_  
Date