

Alliance Data Awarded First Place in PR Daily's 2016 Corporate Social Responsibility Awards for CR Report

November 11, 2016 /3BL Media/ - Alliance Data Systems Corporation (NYSE: ADS), a leading global provider of data-driven marketing and loyalty solutions has been selected as the first-place recipient of Ragan's PR Daily 2016 Social Corporate Responsibility Awards in the report category. The award recognized Alliance Data's annual corporate responsibility report, which encompasses activities across the corporation, including its headquarters and three lines of business – Alliance Data's card services business, Epsilon and LoyaltyOne. Download a copy of the full report.

Ragan's PR Daily described the report as "gorgeous in its execution and designed to make understanding Alliance Data's approach to CSR easy: Each of the four focused sections includes a definition of its responsibility, critical metrics, and a detailed table outlining the organization's three-year goals against cumulative progress and current year accomplishments."

In approaching its CSR responsibilities, Alliance Data continues to place an emphasis in the following four areas of focus, which are highlighted in the report with a discussion of goals, progress and accomplishments for each area:

- Data – Be a leader in the secure and responsible use of consumer data.
- People – Create a workplace where associates can grow and contribute to the success of the company.
- Community – Protect and nurture the vitality of our communities by investing in programs that demonstrate a measurable impact.
- Environment – Respect the impact that our operations have on the environment and strive to measurably reduce our carbon footprint through operational efficiencies and engaging our associates.

According to Dana Beckman, Director of Corporate Affairs, "We are honored to have been selected as a winner of PR Daily's 2016 Social Corporate Responsibility Awards. As corporate responsibility at Alliance Data evolves, this award is further impetus to continue that evolution and elevate the transparency of our efforts and the rigor in which we vet the data we report."

About Alliance Data

Alliance Data® (NYSE: ADS) is a leading global provider of data-driven marketing and loyalty solutions serving large, consumer-based industries. The Company creates and deploys customized solutions, enhancing the critical customer marketing experience; the result is measurably changing consumer behavior while driving business growth and profitability for some of today's most recognizable brands. Alliance Data helps its clients create and increase customer loyalty through solutions that engage millions of customers each day across multiple touch points using traditional, digital, mobile and emerging technologies. An S&P 500 and Fortune 500 company headquartered in Plano, Texas, Alliance Data consists of three businesses that together employ more than 16,000 associates at approximately 100 locations worldwide.

Alliance Data's Card Services business is a leading provider of marketing-driven branded credit card programs. Epsilon® is a leading provider of multichannel, data-driven technologies and marketing services, and also includes Conversant®, a leader in personalized digital marketing. LoyaltyOne® owns and operates the AIR MILES® Reward Program, Canada's premier coalition loyalty program, and Netherlands-based BrandLoyalty, a global provider of tailor-made loyalty programs for grocers.

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