

# Media Kit



AllianceData.

# Company Overview

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Alliance Data is a leading provider of loyalty and marketing services, card and payment services, and billing and customer care services. We work in the retail, financial services, grocery, petroleum retail, hospitality, and pharmaceutical industries in North America, and are expanding our presence into Europe and Asia. We've come to understand a wide variety of customers and markets over our 30 years of experience, and through our strong partnerships and rich data resources. We help our clients' businesses to grow, despite today's increasingly competitive marketplace.

We capture, analyze, and leverage transaction-rich data. We turn that data into powerful insights, empowering our clients to become more relevant to their customers. These insights and our myriad services help our clients realize more loyal and profitable customer relationships.

Alliance Data is the result of the 1996 merger of two entities acquired by venture capital firm Welsh, Carson, Anderson and Stowe: JC Penney's transaction services business, BSI Business Services; and The Limited's credit card bank operation, World Financial Network National Bank. Since our initial public offering in June 1998, Alliance Data has grown from a \$280 million dollar company employing 2,500 associates in the United States to a \$2 billion dollar firm with approximately 7,000 associates worldwide.

## Our services

### Integrated Credit Card Programs

We deliver private-label and co-branded credit card programs that drive our clients' sales by strengthening customer relationships.

### Multichannel Technologies and Marketing Services

We're a global leader in integrated multichannel marketing communications, providing data, marketing technology, agency, and analytics services to Fortune 1000 companies.

### Loyalty Management

We design and manage world-class loyalty programs and marketing solutions, developing everything from coalition programs and direct-to-consumer marketing to loyalty consulting, analytics, and agency services.

### Billing and Customer Care

We offer end-to-end billing and customer-care services that create an enhanced, more satisfying experience for our clients' customers, recognizing that every customer touchpoint is an opportunity to engage the customer in dialogue.

### Payment Services

We offer fast, reliable payment solutions, processing billions of transactions each year.

# Company Overview

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## Quick facts

Over 7,000  
associates  
strong

More than  
50 locations  
worldwide

Manage  
over 107  
million  
consumer  
relationships

Manage  
more than  
95 retail  
credit card  
programs

Generate  
more than  
132 million  
statements  
every year

Manage  
approximately  
3.9 billion  
transactions

## As an Employer

At Alliance Data, our associates make great things happen every day. This “make it happen” mantra is rooted in our culture—a culture born of a commitment to helping our clients succeed. Knowing that our associates are the key to that success, we take pride in promoting the career advancement and performance development of all of our associates. Recognized in various locations as a best place to work by local publications and community awards, Alliance Data strives to create an environment where associates feel confident, empowered, connected, and valued.

## Community Involvement

Alliance Data encourages our associates to give back to the communities where they live and work by dedicating their time, talent, and resources. Launched in 2002, our community relations program actively supports initiatives in more than 35 cities where Alliance Data operates. In each location, we focus on three distinct areas of community involvement: education, health and welfare, and civic enrichment.

Each year, Alliance Data associates undertake hundreds of community service activities—improving the lives of the disadvantaged, enhancing educational opportunities for children, supporting research to cure diseases, and giving their time to strengthen families and build community connections. Regardless of the initiatives we adopt, our philosophy remains the same—invest in our communities and encourage them to invest in themselves.

In 2007 Alliance Data and its associates...

- Contributed over **\$2.9 million** to nonprofit and charitable organizations.
- Supported **more than 200 nonprofit** and charitable organizations.
- Contributed over **8,000 hours** of volunteer time in their local communities.
- Donated **380 units** of blood, thereby potentially saving approximately 1,000 lives
- Donated **thousands** of items to nonprofit organizations via school supply drives, clothing drives, toy drives, and other similar events.
- Alliance Data’s AIR MILES Reward Program in Canada donated more than **1.2 million AIR MILES** reward miles to its two official charities, Special Olympics Canada and Kids Help Phone.

# Our Businesses

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## Retail Services

We offer credit card programs designed to help our clients increase sales, reinforce their brand, and grow casual shoppers into loyal, repeat customers.

### Our key services

- Private-label and co-branded credit services
- Commercial credit programs
- Gift card programs
- Database marketing and analytics



[www.alliancedata.com](http://www.alliancedata.com)

## AIR MILES<sup>®</sup> Reward Program

Canada's premier coalition loyalty program, AIR MILES, partners with retailers to reward customers, understand their behavior, and build increased loyalty over time. AIR MILES is managed by Alliance Data's LoyaltyOne™ business unit

### Our key services

- Loyalty consulting
- Rewards management
- B2B sales
- Customer data management and analytics
- Program marketing and customer-care services



[www.loyalty.com](http://www.loyalty.com)

## Epsilon<sup>®</sup>

A leading provider of multi-channel, data-driven marketing technologies and services, Epsilon helps leading brands build customer relationships and optimize marketing results.

### Our key services

- Consumer data and acquisition
- Custom databases and advanced data hygiene
- Loyalty program platforms
- Multi-channel campaign distribution and management
- Advanced analytics services
- Creative and strategic services



[www.epsilon.com](http://www.epsilon.com)

# Strategic Acquisitions

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**1998**  
**AIR MILES®**

Acquired by Alliance Data in 1998, AIR MILES® has grown into one of the world's top-performing coalition loyalty programs, issuing its 20 billionth reward mile in 2005. The AIR MILES® Reward Program enables consumers to earn reward miles as they shop across a range of participating retailers and sponsors.

**2002**  
**COLLOQUY**

A valuable combination of unique expertise and best-in-class loyalty marketing solutions, COLLOQUY brought new products and services to Alliance Data's loyalty marketing offering in the United States.

**2004**  
**Epsilon®**

Reinforcing our loyalty presence in North America, Epsilon's offering as a leading provider of integrated direct marketing solutions aligned well with Alliance Data's model of transaction-rich processing and marketing services, creating a new range of product and service opportunities.

**2005**  
**Bigfoot  
Interactive**

Significantly reinforcing Epsilon's interactive capabilities, the acquisition of DoubleClick expanded Epsilon's ability to offer large-scale, highly targeted, permission-based email communications, as well as marketing integration and automation solutions.

**2006**  
**DoubleClick Email  
Solutions, Inc.**

Epsilon's acquisition of DoubleClick Email Solutions added complementary capabilities to its email services offering, meeting a growing market need for integrated email marketing and communications that optimize customer relationships.

**2007**  
**Abacus**

The acquisition of Abacus complemented, expanded, and strengthened Epsilon's core offerings, providing additional scale to its data services, strategic database services, and analytics offerings.

# Our Executives

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## **Mike Parks**

Chairman & CEO

Chairman of the board of directors and chief executive officer, Mr. Parks joined us in 1997. Before joining us, he was president of First Data Resources, the credit card processing and billing division of First Data Corporation. Mr. Parks joined First Data Corporation in 1976, where he gained increased responsibility for sales, service, operations and profit, and loss management during his 18 years of service. He holds a bachelor's degree from the University of Kansas.

## **John Scullion**

President & COO

Mr. Scullion took on the title of president and COO in October of 2006. Prior to that, he was executive vice president and president of Loyalty and Marketing Services. Mr. Scullion joined The Loyalty Group in 1993; before becoming president, he served as chief financial officer. Previously he served as chief financial officer of The Rider Group. Mr. Scullion holds a bachelor's degree from the University of Toronto, and is a chartered accountant in the province of Ontario.

## **Ed Heffernan**

Executive VP & CFO

Mr. Heffernan joined us in 1998. Before joining us, he served as vice president of mergers and acquisitions for First Data Corporation, and as vice president of mergers and acquisitions for Citicorp. Prior to that, he served in corporate finance at Credit Suisse First Boston. He holds a bachelor's degree from Wesleyan University and an MBA from Columbia Business School.

## **Michael L. Iaccarino**

Executive VP;  
President, Epsilon Marketing Services

Mr. Iaccarino joined our wholly owned subsidiary, Epsilon, in 1998. Mr. Iaccarino has served as president and chief executive officer for Epsilon since 2001, and prior to that, he served as chief financial officer for Epsilon. He served as a senior manager for Price Waterhouse; vice president, controller, for Summit Technology; and supervising senior manager for KPMG. Mr. Iaccarino holds bachelor's degrees from Boston College and is a certified public accountant in the state of Massachusetts.

# Our Executives

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## **Bryan A. Pearson**

Executive VP;  
President, Loyalty Services

Mr. Pearson joined our wholly owned subsidiary, Loyalty Management Group Canada, Inc., in November 1992. He has served as president for the AIR MILES Reward Program since January 1999, and prior to becoming president, held various senior management and executive positions within the AIR MILES Reward Program. Mr. Pearson has held management positions with Alias Research Inc., and served in brand marketing at Quaker Oats Company of Canada. Mr. Pearson holds a BSCh degree and MBA from Queen's University.

## **Ivan Szeftel**

Executive VP;  
President, Retail Services

Mr. Szeftel joined us in May 1998. Before joining us, he served as a director and chief operating officer of Forman Mills, Inc. Prior to that, he served as executive vice president and chief financial officer of Charming Shoppes, Inc., for more than 14 years. Mr. Szeftel holds bachelor's and graduate degrees from the University of Cape Town and is a certified public accountant in the state of Pennsylvania.

## **Dwayne Tucker**

Executive VP;  
President, Human Resources

Mr. Tucker joined us in June 1999 as executive vice president for human resources and served as executive vice president and chief administrative officer until September 2003. Before joining us, he served as vice president of human resources for Northwest Airlines. During his eight years of service at First Data Corporation, Mr. Tucker gained increased responsibility for business unit and corporate human resources, operations and profit, and loss management. Mr. Tucker holds a bachelor's degree from Tennessee State University.

## **Alan Utay**

Executive VP; Chief Administrative  
Officer, General Counsel & Secretary

Mr. Utay joined us in September 2001. He is responsible for legal, internal audit, compliance and facilities. Before joining us, he served as partner at Akin Gump Strauss Hauer & Feld LLP, where he practiced law since October 1990. Mr. Utay holds a bachelor's degree from the University of Texas and a J.D. from the University of Texas School of Law.



# Media Contacts

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Alliance Data stands at the forefront of several industries. We are a market leader in providing loyalty and marketing solutions. We own a premier multichannel marketing services company. And we manage the most successful loyalty program in North America.

Our subject matter experts are available for interviews or speaking engagements relevant to a number of industries and on a variety of topics, including:

- Consumer Marketing
- Loyalty Programs
- Private Label Credit Card Programs
- Marketing Technology
- Consumer Insights

Please contact Shelley Whiddon to schedule an interview or engagement with an Alliance Data subject matter expert, or to learn more about these and/or additional thought leadership topics.

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