



AllianceData.

LoyaltyOne

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Matching Gifts Program

I. DONOR Please Complete This Section. Forward Directly to Charity with Donation.

Donor Name

Employee ID #

Office Address [] Check here if new address

Home Address

[][] [][][][] [][][][]

Home Phone

E-Mail Address

Gift Date (MM/DD/YY)

\$ [][][] , [][][][] .00

[][][][]

Gift Amount or Number of Shares

Stock Symbol

I certify that this gift is solely for the use of the organization named and that neither I, nor any member of my family, nor any related third party, will benefit in any way from this gift. I further certify that the amount given is entirely my own and meets the qualifications of this program.

\$ [][][] , [][][][] .00

Amount to be matched

[] Cash [] Check [] Credit Card [] Securities

Donor Signature

Name of Organization Address

Organization Address

City State Zip

Table with columns CHECKLIST and Date. Rows: [] Form is signed, [] Guidelines reviewed, [] Gift date is entered

II. RECIPIENT INSTITUTION (You may be eligible for a 50% Alliance Data match)

[][] [][][][][][][][][]

Tax ID

Organization's Name

\$ [][][] , [][][][] .00

[][][][]

Gift Amount or Number of Shares

Stock Symbol

Address

\$ [][][] , [][][][] .00

Tax Deductible Portion

City

State

Zip

Phone

Fax

[] Check here if new address

E-Mail

I confirm the above gift was received and this organization is tax exempt under the U.S. Internal Revenue Code or Canada Revenue Service. I further confirm that no direct tangible benefit will accrue to the donor, to any member of his/her family, or to any related third party as a result of this gift; and that both the donor's gift and corporate match will be used to support the primary objective of the organization.

Authorized Officer's Signature

Title & Date

Complete this form, sign it and mail it to the ALLIANCE DATA MATCHING GIFT CENTER, P O BOX 9002 STUART, FL 34995. Questions? Call us at 1-877-295-8684 INCLUDE ALL INFORMATION REQUESTED BY BOTH DONOR AND ORGANIZATION TO AVOID ANY DELAYS IN PROCESSING.



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WHO CAN PARTICIPATE

All active, full-time and part-time Alliance Data, LoyaltyOne and Epsilon associates based in the United States and Canada are eligible to participate starting immediately upon hire. Gifts from board members, retirees, spouses or other family members are not eligible to participate in this program.

ELIGIBLE ORGANIZATIONS

Non-profit organizations located in the United States and Canada (or one of its possessions) and recognized by the Canada Revenue Service (CRA) or Internal Revenue Service (IRS) as a tax-exempt public charity under Section 501(c)(3) of the IRS Code or as an instrumentality of a federal, state or local government as provided by Section 170(c)(1) of the Code. Examples include: educational organizations, colleges and universities, health and welfare organizations, arts and culture agencies, environmental organizations, etc.

ELIGIBLE GIFTS

An eligible gift must be a *donation*, from the associate's personal funds, which has been paid directly to an approved organization.

- The minimum gift eligible for matching is **\$25**.
- The maximum amount matched per donor, per calendar year is **\$2,500**.
- If the donor makes several contributions, gifts will be matched in the order gift verifications are received, up to the maximum donor limit for the calendar year.
- The donor's maximum annual limit is based on the date of the gift.
- Gifts must be in the form of check, credit card, or marketable securities with a quoted market value based on the closing price on the date of the gift.
- You *may* be asked to provide proof of your contribution in the form of a cancelled check, bank statement, credit card statement or a transfer of stock certificate.
- Gifts of securities are valued based on the closing price on the date of the gift. No other form of property, real or personal, will be matched.

HOW THE PROGRAM WORKS

Online: Associates may submit a request online using the Alliance Data Matching Gifts Program Website: <http://www.givingprograms.com/alliancedata>

Choose a username and password (required for first time visitors only) and request an Alliance Data Matching Gift using the 3-step registration process.

Following receipt of the request, the program administrator will contact the non-profit organization to verify receipt of your original gift.

Form: Associates may also submit a matching gift request using a paper form. You may download a copy of the form at the URL listed above, or by contacting the Alliance Data Matching Gift Center at 1-877-295-8684 or alliancedata@matchgift.com.

Donors complete the top portion of the form and mail it along with your donation directly to the organization to which you are contributing. The organization will complete the bottom portion of the form and forward it to the Alliance Data Matching Gift Center for processing.

For every donation you make, **Alliance Data will help support the causes that matter to you by matching 50 cents on the dollar.**

PAYOUT SCHEDULE

Approved requests (payments to charities) are processed on a quarterly basis.

Matching Gifts must be requested within one year of the date of the gift. Requests received after that time will not be honored. Receipt of the gift must be verified by the organization within 180 days of the date the matching gift is requested. Requests verified after that time will not be honored. For this reason, Alliance Data strongly discourages associates from utilizing this program to fulfill pledge obligations and commitments made directly with a non-profit organization (e.g. University annual pledges, walkathon minimums, leadership giving requirements, etc.).

Alliance Data has established a budget dollar cap for the 2009 Inaugural Matching Gifts Program. Therefore we encourage you to submit your requests sooner rather than later as **requests will be filled on a "first come, first served" basis.**



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INELIGIBLE GIFTS

- Gifts where a direct value is received as a result of the donation. Examples include dinner tickets, sporting events, raffle tickets, memberships, etc. **Only the tax-deductible portion of a gift will be considered for an Alliance Data match.**
- Gifts to private individuals.
- Cumulative gifts from several individuals reported as one contribution.
- Gifts made by or through Community Trusts or similar organizations, including Charitable Remainder Trusts or Donor Advised Funds.
- Gifts or payments for primarily religious purposes, unless specified for a community outreach program such as a soup kitchen or homeless shelter.
- Gifts made to organizations that discriminate in any way with national equal opportunity policies.
- Gifts for political purposes or whose chief purpose is to influence legislation.
- Gifts to booster clubs, fraternal or social groups.
- Gifts made for tuition fees, books or loan repayments or for services in lieu of tuition payments.
- Subscription fees for publications or memberships providing substantial personal benefits.
- Gifts or Dues to alumnae, fraternities, sororities or similar groups.
- Insurance premiums that name an organization as beneficiary.
- Bequests or life income trust arrangements.
- Gifts of real or personal property other than the securities described above.
- In-kind gifts.
- Gifts made with Alliance Data funds or reimbursed to an associate from Alliance Data funds.
- Gifts made to the United Way.
- Gifts made to organizations that would otherwise qualify under the aforementioned guidelines, but promote a cause or mission that may not be in alignment with Alliance Data's corporate values.
- Grants made through Epsilon's ECO program.
- CANADA ONLY: Gifts made to the Holiday Matching Charity Drive, Motion Ball, Kids Help Phone and Special Olympics Canada.
- Individual "Memorial Trusts" (any 501©(3) set up for the for the explicit benefit of one individual or family)

Alliance Data Corporation reserves the right to change the program and/or the guidelines at any time without prior notice. The policies and procedures described above are not conditions of employment nor are they intended to create or constitute a contract between Alliance Data and any one or all of its associates. We sincerely appreciate and encourage your participation in this important program benefitting the communities we serve each and every day.