

**UNITED STATES OF AMERICA**  
**BEFORE THE**  
**SECURITIES AND EXCHANGE COMMISSION**

October 22, 2021

---

In the Matter of

**Loyalty Ventures Inc.**  
**c/o Alliance Data Systems Corp.**  
**7500 Dallas Parkway, Suite 700**  
**Plano, Texas 75024**

**ORDER DECLARING REGISTRATION**  
**EFFECTIVE PURSUANT TO SECTION 12(d)**  
**OF THE SECURITIES EXCHANGE ACT OF**  
**1934, AS AMENDED**

File No: 001-40776

---

Loyalty Ventures Inc. has filed with the Commission and the Nasdaq Stock Market LLC an application to register its Common Stock on the exchange, pursuant to Section 12(b) of the Securities Exchange Act of 1934.

In accordance with Section 12(d) of the Exchange Act, the authorities of the exchange have certified to the Commission that they have approved the class of securities for listing and registration.

Loyalty Ventures Inc. requests that the registration be made effective before 30 days have expired since the Commission received the exchange's certification.

The request for acceleration appears to be appropriate in the public interest and for the protection of investors. Therefore, it is ORDERED that the registration on the Nasdaq Stock Market LLC shall become effective immediately.

For the Commission, by the Division of Corporation Finance, pursuant to delegated authority.

Mara L. Ransom  
Office Chief