

STAGE STORES INC  
Form 8-K  
January 15, 2004

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Form 8-K

Current Report

**Pursuant to Section 13 or 15(d) of**

**The Securities Exchange Act of 1934**

January 12, 2004

(Date of Report, date of earliest event reported)

Stage Stores, Inc

•  
(Exact name of registrant as specified in its charter)

000-21011

(Commission File Number)

NEVADA

91-1826900

(State or other jurisdiction

(I.R.S. Employer Identification No.)

of incorporation)

10201 Main Street, Houston, Texas

77025

(Address of principal executive offices)

(Zip Code)

(713) 667-5601

(Registrant's telephone number, including area code)

Not Applicable

(Former name or former address, if changed since last report)

ITEM 5. Other Events and Regulation FD Disclosure.

On January 12, 2004, Stage Stores, Inc. issued a news release announcing the signing of a new long-term private label credit card agreement with Alliance Data Systems Corporation. A copy of the news release is attached to this Form 8-K as Exhibit 99.1.

ITEM 7. Financial Statements and Exhibits.

- Financial statements of business acquired.

Not applicable.

- Pro forma financial information.

Not applicable.

- Exhibits.

99.1 News Release dated January 12, 2004 issued by Stage Stores, Inc.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, hereunto duly authorized.

STAGE STORES, INC.

January 12, 2004

/s/ Michael E. McCreery

(Date)

Michael E. McCreery

Executive Vice President and Chief

Financial Officer