

ALLIANCEBERNSTEIN HOLDING L.P.  
Form 8-K  
August 10, 2011

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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

Date of Report (Date of earliest event reported): August 9, 2011

AllianceBernstein Holding l.p.  
(Exact name of registrant as specified in its charter)

Delaware  
(State or other jurisdiction of  
incorporation or organization)

001-09818  
(Commission File Number)

13-3434400  
(I.R.S. Employer Identification  
Number)

1345 Avenue of the Americas, New York, New York  
(Address of principal executive offices)

10105  
(Zip Code)

Registrant's telephone number, including area code: 212-969-1000

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligations of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

o Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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Item 7.01. Regulation FD Disclosure.

AllianceBernstein L.P. and AllianceBernstein Holding L.P. (“AB Holding” and, together with AllianceBernstein L.P., “AllianceBernstein”) are furnishing the news release issued on August 9, 2011 announcing their adoption of a plan to repurchase AB Holding Units pursuant to Rule 10b5-1 under the Securities Exchange Act of 1934, as amended (“10b5-1 Release”). The 10b5-1 Release is attached hereto as Exhibit 99.01.

AllianceBernstein is also furnishing the news release issued on August 10, 2011 announcing preliminary assets under management as of July 31, 2011 (“AUM Release”). The AUM Release is attached hereto as Exhibit 99.02.

Item 9.01. Financial Statements and Exhibits.

|              |                 |
|--------------|-----------------|
| (d)          | Exhibits.       |
| <u>99.01</u> | 10b5-1 Release. |
| <u>99.02</u> | AUM Release.    |

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SIGNATURE

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 thereunto duly authorized.

AllianceBernstein Holding l.p.

Dated: August 10, 2011

By:

/s/ Edward J. Farrell  
Senior Vice President, Controller and  
Interim Chief Financial Officer