Discover Financial Services
Form 424B2
November 21, 2016

CALCULATION OF REGISTRATION FEE

Title of Each Class of Securities Offered	Maximum Aggregate Offering Price	Amount of Registration Fee(1)
4.000 % Discover Financial Services InterNotes Due November 15, 2031	$5,730,000	664.11

(1) Calculated in accordance with Rule 457(r) under the Securities Act of 1933, as amended.

Pricing Supplement dated November 21, 2016

Filed under Rule 424(b)(2), Registration Statement No. 333-205280

Pricing Supplement No. 29 - Dated Monday, November 21, 2016 (to: Prospectus dated June 26, 2015 and Prospectus Supplement Dated: September 8, 2015)

Selling Price	Gross Concession	Net Proceeds	Coupon Type	Coupon Rate	Coupon Frequency	Day Count Basis	Maturity Date	1st Coupon Date	1st Coupon Amount	Survivor Option	s G
00.00 %	2.500 %	$5,586,750.00	Fixed	4.000 %	Semi-Annual	30/360	11/15/2031	5/15/2017	$18.89	Yes	

allable in whole or in part, at any time on or after 8/15/2031.

er Financial Services may, at its option, at any time on or after 08/15/2031, redeem these Discover Financial Services InterNotes in who
or notice delivered to the holders of these Discover Financial Services InterNotes. These Discover Financial Services InterNotes will be
ncipal amount of the notes to be redeemed, plus accrued and unpaid interest. If fewer than all of these Discover Financial Services Inter
or redemption on a pro rata basis, by lot or by such other method in accordance with the DTC s procedures. These Discover Financial S
$1,000 and integral multiples of $1,000 in excess thereof. If these Discover Financial Services InterNotes are to be redeemed in part or
eemed. Unless Discover Financial Services defaults in payment of the redemption price, on and after the redemption date, interest will c
nterNotes or the portions of these Discover Financial Services InterNotes called for redemption.

Trade Date: Monday, November 21, 2016 @ 12:00 PM ET	Discover Financial Services
Settlement Date: Friday, November 25,	Discover Financial Services

2016 InterNotes

Minimum Denomination/Increments: $1,000.00/$1,000.00

Initial trades settle flat and clear SDFS: DTC Book Entry only

Lead Manager: Incapital LLC

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Agents: BofA Merrill Lynch, Citigroup, Morgan Stanley, RBC Capital Markets, Wells Fargo Advisors, LLC

Legal Matters

In the opinion of Sidley Austin LLP, as counsel to Discover Financial Services (the Company), when the notes offered by this pricing supplement have been executed and issued by the Company and authenticated by the trustee pursuant to the indenture, and delivered against payment as contemplated herein, such notes will be valid and binding obligations of the Company, enforceable in accordance with their terms, subject to applicable bankruptcy, insolvency and similar laws affecting creditors rights generally, concepts of reasonableness and equitable principles of general applicability (including, without limitation, concepts of good faith, fair dealing and the lack of bad faith), provided that such counsel expresses no opinion as to the effect of fraudulent conveyance, fraudulent transfer or similar provision of applicable law on the conclusions expressed above. This opinion is given as of the date hereof and is limited to the laws of the State of New York and the General Corporation Law of the State of Delaware as in effect on the date hereof. In addition, this opinion is subject to customary assumptions about the trustee s authorization, execution and delivery of the indenture and the genuineness of signatures and certain factual matters, all as stated in the letter of such counsel dated September 8, 2015, which has been filed as an exhibit to a Current Report on Form 8-K filed by the

Company on September 8, 2015.