

VIAD CORP  
Form 8-K  
February 11, 2004

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

**Washington, DC 20549**

**FORM 8-K**

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15 (d)  
OF THE SECURITIES EXCHANGE ACT OF 1934

February 11, 2004  
Date of Report (Date of earliest event reported)

**VIAD CORP**

(Exact name of registrant as specified in its charter)

DELAWARE  
(State or other jurisdiction of  
incorporation or organization)

001-11015  
(Commission  
file number)

36-1169950  
(I.R.S. Employer  
Identification No.)

1850 N. CENTRAL AVE., PHOENIX, ARIZONA  
(Address of principal executive offices)

85077  
(Zip Code)

Registrant's telephone number, including area code (602) 207-4000

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**Item 5. OTHER EVENTS**

On January 11, 2004, Viad Corp ( Viad ) issued a press release announcing that the company has received a favorable private letter ruling from the Internal Revenue Service confirming, among other things, that the proposed spin-off of Viad 's global payment services business will qualify as tax-free to Viad and its stockholders. The press release is attached hereto as Exhibit 99.1

**Item 7. FINANCIAL STATEMENTS AND EXHIBITS**

(a) Not applicable.

(b) Not applicable.

(c) Exhibits

99.1 Press release, dated February 11, 2004, issued by Viad Corp.

The information in this current report on Form 8-K is being furnished and shall not be deemed filed for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that Section. The information in this current report shall not be incorporated by reference into any registration statement or other document pursuant to the Securities Act of 1933, as amended.

**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.

**VIAD CORP**  
(Registrant)

February 11, 2004

By /s/ G. Michael Latta

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G. Michael Latta  
Vice President Controller  
(Chief Accounting Officer  
and Authorized Officer)