

VIAD CORP  
Form 8-K  
June 17, 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

June 17, 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)

001-11015  
(Commission  
File Number)

36-1169950  
(IRS Employer  
Identification No.)

1850 N. Central Ave., Phoenix, Arizona  
(Address of principal executive offices)

85004  
(Zip Code)

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

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**Item 5. OTHER EVENTS**

On June 17, 2004, Viad Corp (the Company ) issued a press release announcing that its Board of Directors has approved the redemption of all issued and outstanding shares of the Company s \$4.75 Preferred Stock ( Preferred Stock ). This redemption, which is to be effected in accordance with the terms of the Preferred Stock, will be redeemed effective July 16, 2004 for \$101.00 per share, plus a dollar amount equal to all accrued and unpaid dividends on the shares from April 15, 2004 through July 15, 2004. The press release is attached hereto as Exhibit 99.1 and is incorporated by reference herein.

**Item 7. FINANCIAL STATEMENTS AND EXHIBITS**

- (a) Not applicable.
- (b) Not applicable.
- (c) Exhibits

99.1 Press release, dated June 17, 2004, issued by Viad Corp

**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 thereunto duly authorized.

**VIAD CORP**  
(Registrant)

June 17, 2004

By /s/ G. Michael Latta

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