

VIAD CORP  
Form 8-K  
March 05, 2004

**Table of Contents**

**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**

March 4, 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

---

**TABLE OF CONTENTS**

Item 5. OTHER EVENTS AND REGULATION FD DISCLOSURE

Item 7. FINANCIAL STATEMENTS AND EXHIBITS

SIGNATURES

Exhibit 99.1

---

