

CUNNINGHAM ISABELLA C M  
 Form 3  
 December 09, 2005

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
 Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

|   |         |          |  |   |  |
|---|---------|----------|--|---|--|
| 1. Name and Address of Reporting Person * |         |          | 2. Date of Event Requiring Statement             | 3. Issuer Name and Ticker or Trading Symbol |  |
| Â CUNNINGHAM ISABELLA                     |         |          | (Month/Day/Year)                                 | VIAD CORP [VVI]                             |  |
| C M                                       |         |          | 12/01/2005                                       |   |  |
| (Last)                                    | (First) | (Middle) | 4. Relationship of Reporting Person(s) to Issuer |   | 5. If Amendment, Date Original Filed(Month/Day/Year)                   |
| 1412 BARTON CREEK BOULEVARD               |         |          | (Check all applicable)                           |   |  |
| (Street)                                  |         |          | <input checked="" type="checkbox"/> Director     | <input type="checkbox"/> 10% Owner          | 6. Individual or Joint/Group Filing(Check Applicable Line)             |
| AUSTIN,Â TXÂ 78735                        |         |          | <input type="checkbox"/> Officer                 | <input type="checkbox"/> Other              | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
| (City)                                    | (State) | (Zip)    | (give title below) (specify below)               |   | <input type="checkbox"/> Form filed by More than One Reporting Person  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
|---------------------------------|---|--|---|

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|--|--|---|
|  | Date Exercisable      Expiration Date                    | Title      Amount or Number of  |  |  |   |

|                     |       |            |                 | Shares |           | or Indirect<br>(I)<br>(Instr. 5) |   |
|---------------------|-------|------------|-----------------|--------|-----------|----------------------------------|---|
| option right to buy | Â (1) | 12/01/2012 | Common<br>Stock | 3,125  | \$ 30.815 | D                                | Â |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| CUNNINGHAM ISABELLA C M<br>1412 BARTON CREEK BOULEVARD<br>AUSTIN, TX 78735 | Â X           | Â         | Â       | Â     |

## Signatures

Deborah J. DePaoli,  
Attorney-in-Fact

12/09/2005

Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The 7-year option vests in 5 equal, annual installments of 20% of the number of shares granted beginning on the 1-year anniversary of the grant date except that exercisability will be accelerated in certain circumstances.

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### Remarks:

Note: Also see attached Exhibit EX-24 Attachment 1.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.