

VIAD CORP  
Form 8-K  
July 14, 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

July 13, 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 July 13, 2004, Viad Corp issued a press release announcing the appointment of Wayne G. Allcott and Robert E. Munzenrider to the company's Board of Directors. 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 July 13, 2004.

**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)

July 14, 2004

By           /s/ G. Michael Latta          

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