

VIAD CORP  
Form 8-K  
May 10, 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**

May 10, 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)

85004  
(Zip Code)

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

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**Item 5. OTHER EVENTS**

On May 10, 2004, Viad Corp issued a press release announcing the commencement of tender offers to repurchase its outstanding public indebtedness. 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 May 10, 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 hereunto duly authorized.

**VIAD CORP**  
(Registrant)

May 10, 2004

By /s/ G. Michael Latta

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