

VIAD CORP
Form 8-K
March 05, 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**

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

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Item 5. OTHER EVENTS AND REGULATION FD DISCLOSURE

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Exhibit 99.1
