**VIAD CORP** Form 4 June 26, 2007

# FORM 4

Check this box

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

**OMB APPROVAL** OMB 3235-0287

Washington, D.C. 20549

Number: January 31, Expires: 2005

if no longer STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF subject to Section 16. Form 4 or

Estimated average burden hours per 0.5 response...

Form 5 obligations may continue. See Instruction

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

**SECURITIES** 

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * PEARL SUZANNE		orting Person *	2. Issuer Name <b>and</b> Ticker or Trading Symbol VIAD CORP [VVI]	5. Relationship of Reporting Person(s) to Issuer		
(Last)	(First)	First) (Middle)	3. Date of Earliest Transaction	(Check all applicable)		
			(Month/Day/Year)	Director 10% Owner		
VIAD CORP, 1850 N. CENTRAL AVE., STE 800			06/22/2007	_X_ Officer (give title Other (specify below) VP-Human Resources / Viad Corp		
(Street)			4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check		
			Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person		
PHOENIX, AZ 85004-4545				Form filed by More than One Reportin Person		

(City)	(State)	(Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned									
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	ion Date, if TransactionDisposed of (D) Code (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
Common			Code	V	Amount	(D)	Price \$	(Instr. 3 and 4)			
Common Stock	06/22/2007		M		915	A	26.0684	23,055	D		
Common Stock	06/22/2007		M		1,323	A	\$ 24.2168	24,378	D		
Common Stock	06/22/2007		G		8,278	D	\$ 0	16,100	D		
Common Stock	06/22/2007		J	V	57.6603	A	\$ 0	1,491.386 (1)	I	401(k) Plan	
Common Stock	06/22/2007		G		8,278	A	\$ 0	16,307	I	Family Trust	

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

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.

SEC 1474

(9-02)

# Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transactic Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercise Expiration Date (Month/Day/Y	7. Title and Amour Underlying Securit (Instr. 3 and 4)		
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amo or Num of Shar
Option-right to buy	\$ 26.0684	06/22/2007		M		915	03/27/2004	03/26/2012	Common Stock	91
Option-right to buy	\$ 24.2168	06/22/2007		M		1,323	02/19/2009	02/18/2011(3)	Common Stock	1,3

## **Reporting Owners**

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

PEARL SUZANNE VIAD CORP 1850 N. CENTRAL AVE., STE 800 PHOENIX, AZ 85004-4545

VP-Human Resources Viad Corp

#### **Signatures**

Scott E. Sayre, Attorney-in-Fact 06/26/2007

\*\*Signature of Reporting Person Da

#### **Explanation of Responses:**

- \* If the form is filed by more than one reporting person, see Instruction 4(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).

Reporting Owners 2

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- (1) The information is current as of this filing date.
- (2) Delivered 1,327 shares in payment of exercise of 2,238 shares.
- (3) This option was originally reported on Form 4 as a 10-year option, but in fact, it is a 7-year option.

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.