

VIAD CORP  
Form 4  
June 26, 2007

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN 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 \*  
PEARL SUZANNE

(Last) (First) (Middle)

VIAD CORP, 1850 N. CENTRAL AVE., STE 800

(Street)

PHOENIX, AZ 85004-4545

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
VIAD CORP [VVI]

3. Date of Earliest Transaction (Month/Day/Year)  
06/22/2007

4. If Amendment, Date Original Filed (Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)  
VP-Human Resources / Viad Corp

6. Individual or Joint/Group Filing (Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

**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)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	(A) or (D)	5. Amount or Price	6. Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	7. Nature of Ownership Indirect Beneficial Ownership (Instr. 4)
Common Stock	06/22/2007		M	V	A	\$ 915 26.0684	23,055	D
Common Stock	06/22/2007		M	V	A	\$ 1,323 24.2168	24,378	D
Common Stock	06/22/2007		G		D	\$ 0 16,100	16,100	D
Common Stock	06/22/2007		J	V	A	\$ 57,6603 1,491.386 <sup>(1)</sup>	1,491.386 <sup>(1)</sup>	I 401(k) Plan
Common Stock	06/22/2007		G		A	\$ 0 8,278	16,307	I Family Trust



## Edgar Filing: VIAD CORP - Form 4

- (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.