

VIAD CORP  
Form 8-K  
March 05, 2004

**Table of Contents**

**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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**TABLE OF CONTENTS**

Item 5. OTHER EVENTS AND REGULATION FD DISCLOSURE

Item 7. FINANCIAL STATEMENTS AND EXHIBITS

SIGNATURES

Exhibit 99.1

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**Table of Contents**

**Item 5. OTHER EVENTS AND REGULATION FD DISCLOSURE**

On March 4, 2004, Viad Corp ( Viad ) issued a press release announcing that its subsidiary, Travelers Express Company, Inc., completed the sale of Game Financial Corporation to a subsidiary of Certegy Inc. for approximately \$43 million in cash. As a result of the sale, Viad Corp expects to record an after-tax gain of approximately \$11 million in the first quarter of 2004 and may record future after-tax gains of up to \$4 million, based on contingencies in the contract. In the press release, Viad also provided amended earnings guidance for the 2004 first quarter and full year to reflect the sale of Game Financial Corporation. The press release is attached hereto as Exhibit 99.1.

**Item 7. FINANCIAL STATEMENTS AND EXHIBITS**

- (a) Not applicable.
- (b) Not applicable.
- (c) Exhibits

99.1 Press release, dated March 4, 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)

March 5, 2004

By  /s/ G. Michael Latta

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