

## 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

June 16, 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)

001-11015  
(Commission  
File Number)

36-1169950  
(IRS 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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**TABLE OF CONTENTS**

Item 5. OTHER EVENTS

Item 7. FINANCIAL STATEMENTS AND EXHIBITS

SIGNATURES

Exhibit 99.1

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## Table of Contents

### Item 5. OTHER EVENTS

On June 16, 2004, Viad Corp (“Viad”) issued a press release announcing that the previously announced spin-off of its Payment Services business will be effective on Wednesday, June 30, 2004. The spin-off will be effected by means of a dividend distribution of all of the issued and outstanding shares of common stock of MoneyGram International, Inc., which dividend Viad’s Board of Directors declared on June 16, 2004. Additionally, in connection with the spin-off, Viad received stockholder approval in May 2004 on the one for four reverse stock split, which will become effective immediately following the effective time of the spin-off. 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 June 16, 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 thereunto duly authorized.

June 17, 2004

**VIAD CORP**  
(Registrant)

By /s/ G. Michael Latta

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



**Contacts :** Patricia Phillips  
pPhillip@viad.com  
Carrie Long  
clong@viad.com  
602-207-2681

**Viad Corp Declares Spin-off Dividend; Announces Record Date,  
Distribution Date and Effective Time of Reverse Stock Split**

PHOENIX, Ariz., —June 16, 2004 — Viad Corp (NYSE:VVI) announced that its board of directors today declared a dividend distribution of all of the issued and outstanding shares of common stock of its wholly-owned subsidiary, MoneyGram International, Inc. Each holder of record of Viad common stock at the close of business on Thursday, June 24, 2004, will receive one share of MoneyGram common stock (together with the associated preferred share purchase right) for each one share of Viad common stock held at such time. The MoneyGram share dividend will be distributed on Wednesday, June 30, 2004. The dividend will effect the previously declared spin-off of Viad's Payment Services business. Distribution of the dividend is subject to various conditions, all of which are described in MoneyGram's Registration Statement on Form 10 as filed with the U.S. Securities and Exchange Commission.

In connection with the spin-off, Viad received stockholder approval in May 2004 on the one-for-four reverse stock split, which will become effective immediately following the effective time of the spin-off. As a result, following completion of the spin-off and stock split, a holder of 100 shares of Viad common stock on the effective date for the spin-off will thereafter hold 25 shares of Viad common stock and 100 shares of MoneyGram common stock.

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Robert H. Bohannon, chairman, president and chief executive officer said, "Today is a very exciting day for Viad. We are now ready to proceed with the spin-off of MoneyGram and we are looking forward to the many opportunities we believe it will provide for both MoneyGram and the remaining Viad companies."

Holders of Viad common stock are not required to take any action to receive the MoneyGram common stock on the distribution date. MoneyGram common stock has been approved for issuance, subject to official notice of issuance, on the New York Stock Exchange.

Due to the nature of the dividend distribution, the ex-dividend date (July 1, 2004) will be one day following the dividend distribution date. As a result, holders of Viad common stock who sell their shares through the dividend distribution date also will be selling their right to receive the dividend distribution. Investors are encouraged to consult with their financial advisors regarding the specific implications of the deferral of the ex-dividend date.

A letter of transmittal relating to the reverse stock split will be mailed to holders of Viad common stock once the reverse stock split is effective.

Viad is a \$1.5 billion revenue S&P MidCap 400 company. Major subsidiaries include Travelers Express/MoneyGram of Minneapolis, GES Exposition Services of Las Vegas, Exhibitgroup/Giltspur of Chicago, Brewster Transport Company Limited of Banff, Alberta, Canada, and Glacier Park, Inc. of Phoenix. For more information, visit the company's Web site at [www.viad.com](http://www.viad.com).

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#### **Forward Looking Statements**

As provided by the safe harbor provision under the "Private Securities Litigation Reform Act of 1995," Viad cautions readers that, in addition to historical information contained herein, this press release includes certain information,

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assumptions and discussions that may constitute forward-looking statements. These forward-looking statements are not historical facts, but reflect current estimates, projections, expectations, or trends concerning future growth, operating cash flows, availability of short-term borrowings, consumer demand, new business, investment policies, productivity improvements, ongoing cost reduction efforts, efficiency, competitiveness, tax rates, interest rates, the realization of restructuring cost savings, investment yield impairment, and market risk. Actual results could differ materially from those projected in the forward-looking statements. Viad's businesses can be affected by a host of risks and uncertainties. Among other things natural disasters, gains and losses of customers, consumer demand patterns, labor relations, purchasing decisions related to customer demand for convention and event services, existing and new competition, industry alliances, consolidation, and growth patterns within the industries in which Viad competes and any deterioration in the economy may individually or in combination impact future results. In addition to factors mentioned elsewhere, economic, competitive, governmental, technological, capital marketplace and other factors, including further terrorist activities or war, could affect the forward-looking statements in this press release.

Information about Viad Corp obtained from sources other than the company may be out-of-date or incorrect. Please rely only on company press releases, SEC filings and other information provided by the company.