

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

**FORM 25**  
**NOTIFICATION OF REMOVAL FROM LISTING AND/OR**  
**REGISTRATION UNDER SECTION 12(b) OF THE**  
**SECURITIES EXCHANGE ACT OF 1934.**

Commission File Number 001-11015

Issuer: VIAD CORP  
Exchange: NEW YORK STOCK EXCHANGE LLC

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(Exact name of Issuer as specified in its charter, and name of Exchange where security is listed and/or registered)

Address: 1850 NORTH CENTRAL AVE  
PHOENIX,  
ARIZONA  
85004-4565

Telephone number: (602) 207-1000

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(Address, including zip code, and telephone number, including area code, of Issuer's principal executive offices)

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**Preferred Stock Purchase Rights**

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(Description of class of securities)

Please place an X in the box to designate the rule provision relied upon to strike the class of securities from listing and registration:

- 17 CFR 240.12d2-2(a)(1)
- 17 CFR 240.12d2-2(a)(2)
- 17 CFR 240.12d2-2(a)(3)
- 17 CFR 240.12d2-2(a)(4)
- Pursuant to 17 CFR 240.12d2-2(b), the Exchange has complied with its rules to strike the class of securities from listing and/or withdraw registration on the Exchange. <sup>1</sup>
- Pursuant to 17 CFR 240.12d2-2(c), the Issuer has complied with its rules of the Exchange and the requirements of 17 CFR 240.12d-2(c) governing the voluntary withdrawal of the class of securities from listing and registration on the Exchange.

Pursuant to the requirements for the Securities Exchange Act of 1934, NEW YORK STOCK EXCHANGE LLC certifies that it has reasonable grounds to believe that it meets all of the requirements for filing the Form 25 and has caused this notification to be signed on its behalf by the undersigned duly authorized person.

2013-02-28

By

Ed Mecabe

Managing  
Director

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Date

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Name

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Title

<sup>1</sup> Form 25 and attached Notice will be considered compliance with the provisions of 17 CFR 240.19d-1 as applicable. See General Instructions.

The New York Stock Exchange hereby notifies the SEC of its intention to remove the entire class of the stated securities from listing and registration on the Exchange at the opening of business on March 12, 2013, pursuant to the provisions of Rule 12d2-2 (a).

17 CFR 240.12d2-2 (a) (4) That all rights pertaining to the entire class of this security were extinguished on February 28, 2013.

Pursuant to the terms of the Preferred  
Stock Purchase of VIAD CORP, the Rights  
expired and became null and void on  
February 28, 2013.

The Exchange also notifies the Securities and Exchange Commission that as a result of the above indicated conditions this security was suspended on February 28, 2013.