

VIAD CORP  
Form 4  
June 20, 2006

**FORM 4**

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

OMB APPROVAL

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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)  
06/19/2006

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)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
			Code	V	Amount	(A) or (D)	Price			
Common Stock	06/19/2006		M		2,437	A	\$ 19.574	25,069	D	
Common Stock	06/19/2006		G		2,437	D	\$ 0	22,632	D	
Common Stock	06/20/2006		M		475	A	\$ 28.1536	23,107	D	
Common Stock	06/20/2006		G		475	D	\$ 0	22,632	D	
Common Stock	06/19/2006		J	V	96.012	A	\$ 0 <sup>(1)</sup>	1,251.2186	I	401(k) Plan

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Common Stock	06/19/2006	G	2,437	A	\$ 0	5,641	I	Family Trust
Common Stock	06/19/2006	F	<u>1,575</u> (2)	D	\$ 30.275	4,066	I	Family Trust
Common Stock	06/20/2006	G	475	A	\$ 0	4,541	I	Family Trust
Common Stock	06/20/2006	F	450 (3)	D	\$ 29.66	4,091	I	Family Trust

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

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**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. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares
Option-right to buy	\$ 28.1536	06/20/2006		M	475	05/11/2001 05/10/2009	Common Stock	475
Option-right to buy	\$ 19.574	06/19/2006		M	2,437	02/20/2006 02/19/2013	Common Stock	2,437

## 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

06/20/2006

\_\_Signature of Reporting Person

Date

## 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).
- (1) The information is current as of this filing date.
  - (2) Delivered 1,575 shares in payment of exercise of 2,437 shares.
  - (3) Delivered 450 shares in payment of exercise of 475 shares.

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.