

VIAD CORP  
Form 4  
June 08, 2007

**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 \*  
**HAY JESS T**

(Last) (First) (Middle)  
**P.O. BOX 239**  
  
(Street)

**DALLAS, TX 75221-0239**

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
**06/07/2007**

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)

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                    | 06/07/2007                           |  | M                              | 1,225 A \$ 17.5068  | 11,140  | D  |   |
| Common Stock                    | 06/07/2007                           |  | M                              | 900 A \$ 23.6504  | 12,040  | D  |   |
| Common Stock                    | 06/07/2007                           |  | M                              | 775 A \$ 28.1536  | 12,815  | D  |   |
| Common Stock                    | 06/07/2007                           |  | F                              | 1,950 (1) D \$ 42.845   | 10,865  | D  |   |

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

**Persons who respond to the collection of information contained in this form are not**

SEC 1474 (9-02)

required to respond unless the form displays a currently valid OMB control number.

**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                        | \$ 17.5068   | 06/07/2007                           |  | M                              | 1,225   | 08/21/1999 08/20/2007                                    | Common Stock  | 1,225                      |
| Option-right to buy                        | \$ 23.6504   | 06/07/2007                           |  | M                              | 900   | 05/12/2000 05/11/2008                                    | Common Stock  | 900                        |
| Option-right to buy                        | \$ 28.1536   | 06/07/2007                           |  | M                              | 775   | 05/11/2001 05/10/2009                                    | Common Stock  | 775                        |

## Reporting Owners

| Reporting Owner Name / Address                      | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| HAY JESS T<br>P.O. BOX 239<br>DALLAS, TX 75221-0239 |               | X         |         |       |

## Signatures

Scott E. Sayre,  
Attorney-in-Fact

06/08/2007

\*\*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) Delivered 445 shares in payment of taxes and 1505 shares in payment of exercise of 2,900 shares.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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