

VIAD CORP
Form 8-K
February 28, 2012

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

Date of Report (Date of earliest event reported): February 28, 2012

VIAD CORP

Delaware
(State or other jurisdiction of incorporation)

001-11015

36-1169950
(Commission File Number) (IRS Employer Identification No.)

1850 North
Central
Avenue,
Suite 1900,
Phoenix,
Arizona
85004-4565

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(Address of
principal
executive
offices) (Zip
Code)
(602)
207-1000
(Registrant's
telephone
number,
including
area
code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 8.01. Other Events.

On February 28, 2012, Viad Corp (the “Company”) announced that its Board of Directors amended its shareholder rights plan to, among other things, extend the expiration date of the preferred share purchase rights under the Company’s previous rights plan that was scheduled to expire at the close of business today.

The Company issued a press release relating to such events, a copy of which is attached to this Current Report on Form 8-K as Exhibit 99 and is incorporated herein by reference.

Item 9.01. Financial Statements, Pro Forma Financial Information and Exhibits

(d) Exhibits. The following exhibits are filed as part of this report:

| | |
|----|---|
| 99 | Press Release, dated as of February 28, 2012. |
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SIGNATURE

Pursuant to the requirements of Section 12 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)

Dated: February 28, 2012 By: /s/ G. Michael Latta
G. Michael Latta
Chief Accounting Officer – Controller

EXHIBIT INDEX

| Exhibit Number | Description |
|-------------------|-------------|
|-------------------|-------------|

| | |
|----|---|
| 99 | Press Release, dated as of February 28, 2012. |
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