



**Item 8.01 OTHER EVENTS.**

On January 8, 2008, Viad Corp (the "Company") issued a press release announcing the acquisition of The Becker Group, Ltd. ("Becker Group") on January 4, 2008 for \$24.3 million in cash. Becker Group is headquartered in Baltimore, Maryland and is an experiential marketing company specializing in creating immersive, entertaining attractions and brand-based experiences for clients and venues, including shopping malls, movie studios, museums, leading consumer brands and casinos. The press release is attached hereto as Exhibit 99 and is incorporated by reference herein. The press release contains forward-looking statements regarding the Company and Becker Group and includes cautionary statements identifying important factors that could cause actual results to differ materially from those anticipated.

**Item 9.01 FINANCIAL STATEMENTS AND EXHIBITS.**

(c) Exhibits

99 - Press release dated January 8, 2008.

**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 hereunto duly authorized.

**VIAD CORP**

(Registrant)

Date: January 8, 2008 By: /s/ G. Michael Latta  
G. Michael Latta  
Vice President – Controller  
(Chief Accounting Officer and  
Authorized Signer)