

MEMORANDUM

To: All Option Members, Member Organizations and ROTs
 From: Market Watch
 Date: July 31, 2007
 Re: **New Options Listing: Viad Corporation (VVI)**

The Philadelphia Stock Exchange (PHLX) will begin trading options on Viad Corporation (VVI) effective Wednesday, August 1, 2007.

Specialist Unit: Market Street Securities
Position/Exercise Limit: 25,000 contracts
Expiration Cycle January
Option Symbol & Cusip No.: VVI: 925 52R 406

Viad Corporation (VVI)
 (Beginning 8/1/2007)

			Calls	Puts				Calls	Puts
VVI	AUG	35	HG	TG	VVI	SEP	35	IG	UG
VVI	AUG	40	HH	TH	VVI	SEP	40	IH	UH
VVI	AUG	45	HI	TI	VVI	SEP	45	II	UI
VVI	OCT	35	JG	VG	VVI	JAN	35	AG	MG
VVI	OCT	40	JH	VH	VVI	JAN	40	AH	MH
VVI	OCT	45	JI	VI	VVI	JAN	45	AI	MI
VVI	OCT	50	JJ	VJ	VVI	JAN	50	AJ	MJ

Questions regarding this release may be directed to Market Watch at 1-800-THE-PHLX, choice #2 or (215) 496-5380.