



April 5, 2013

**VIA CERTIFIED MAIL, RETURN RECEIPT REQUESTED**

Secretary of Labor  
 Top Hat Plan Exemption  
 Pension and Welfare Benefits Administration  
 Room N-1513  
 U.S. Department of Labor  
 200 Constitution Avenue, N.W.  
 Washington, D.C. 20210

2013 APR 10 PM 1:21  
 2520130090753

Re: Viad Corp Defined Contribution Supplemental Executive Retirement Plan

Dear Secretary:

Pursuant to Section 2520.104-23 of the Department of Labor's Regulations, this letter will serve as notice that, with respect to the Viad Corp Defined Contribution Supplemental Executive Retirement Plan (the "Plan"), the undersigned intends to utilize the alternative form of compliance with the reporting and disclosure requirements of Part 1 of Title I of the Employee Retirement Income Security Act of 1974 ("ERISA") which alternative form of compliance is provided in the aforesaid Regulations Section.

Pursuant to Regulations Section 2520.104-23(b), the following information is provided:

1. Viad Corp  
1850 North Central Avenue, Suite 1900  
Phoenix, AZ 85004-4565
  
2. Employer's Employer Identification Number: 36-1169950

David Robertson  
 Chief Human Resources Officer

Viad Corp  
 1850 N. Central Avenue, Suite 1900  
 Phoenix, AZ 85004-4565  
 NYSE:VVI

P 602.207.2817  
 F 602.207.2655  
 E drobertson@viad.com  
 www.viad.com

3. The Employer hereby declares that it maintains the Plan primarily for the purpose of providing deferred compensation for a select group of management or highly compensated employees.

4. The Employer hereby states that it maintains the Plan, as well as the Viad Corp Supplemental Pension Plan ("SERP") and the Viad Corp Supplemental TRIM Plan ("Supplemental 401(k) Plan"), each primarily for the purpose of providing deferred compensation for a select group of management or highly compensated employees. The number of employees originally eligible to participate in the Plan will be approximately two. The number of participants in the SERP is 155. The number of participants in the Supplemental 401(k) Plan is seven.

Pursuant to Regulations Section 2520.104-23(b)(2), the Employer will provide Plan documents, if any, to the Secretary of Labor upon request as required by Section 104(a)(1) of ERISA.

Enclosed is a copy of this letter, which we ask that you date-stamp and return to us in the enclosed self-addressed and stamped envelope.

Very truly yours,

**Employer: Viad Corp**

By: \_\_\_\_\_



4-5-13

David C. Robertson  
Chief Human Resources Officer

Enclosure



1 Avenue, Suite 1900  
NY 85004-4565

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**TO BE OPENED BY ADDRESSEE ONLY**

**PERSONAL AND CONFIDENTIAL**