

Paul B. Dykstra

Chairman, President and Chief Executive Officer

Viad (NYSE:VVI)

In April 2006, Paul B. Dykstra, 47, was elected president and chief executive officer of Phoenix-based Viad Corp (NYSE:VVI) an S&P SmallCap 600 company whose major operating companies include:

- **GES Exposition Services** (www.ges.com) of Las Vegas, a leading service provider in the exhibition and event services industry with offices in every major exhibition and event market across North America and the United Kingdom, as well as in Abu Dhabi, United Arab Emirates;
- **Exhibitgroup/Giltspur** (www.e-g.com) of Dallas, an award-winning experience marketing agency that specializes worldwide in exhibits, events, mobile marketing tours, permanent installations, temporary retail environments, and other face-to-face marketing services;
- **Brewster Inc.** (www.brewster.ca) of Banff, Alberta, Canada, a major tourism service operator in Western Canada, delivering tourism products that include world-class attractions, transportation services, inbound package tour operations and hotel operations; and
- **Glacier Park, Inc.** (www.glacierparkinc.com) of Phoenix, the largest concessionaire in Glacier National Park, Montana with services including, lodging varying from hikers' cabins to suites, food and beverage operations, retail operations and tour and transportation services in and around Glacier National Park in Montana and Waterton Lakes National Park in Alberta, Canada.

Dykstra began his career with the company in 1984 when he joined Travelers Express Company, Inc., a former subsidiary of Viad in the payment services and money order business, which was spun off from the company in 2004 and is now known as MoneyGram International, Inc. (NYSE:MGI). He held several senior-level positions at MoneyGram and served as its executive vice president of the retail payment products division. Dykstra joined GES Exposition Services, Inc. in 1999 as its executive vice president of corporate development and international, and he was named president and chief executive officer of GES in 2000.

In January 2006, Dykstra was appointed chief operating officer of Viad. In April of the same year, he was appointed president and chief executive officer and elected to Viad's board of directors. Dykstra

was appointed chairman of the board in 2008 upon the retirement of his predecessor, Robert H. Bohannon.

Dykstra holds a Bachelor of Science degree in accounting from the University of Wisconsin-River Falls and an MBA from the University of St. Thomas in Minneapolis. He is a member of Greater Phoenix Leadership and serves on the Board of Directors of the Greater Phoenix Convention and Visitors Bureau and the Boys & Girls Club of Metropolitan Phoenix. Past boards of director posts include the Center for Exhibition Research-Dallas (CEIR), 2001 – 2005; Convention Industry Council Foundation (CIC), 2003; Opportunity Village Foundation; and University of Wisconsin-River Falls (UWRF) Foundation, 1997 – 2001. For more information, visit the company's Web site at www.viad.com.