

Viad (pronounced VEE-ahd) is an S&P SmallCap 600 company comprised of businesses that provide high-quality place-based marketing services as well as travel and recreation services primarily in the United States and Canada. Viad is focused on:

- Maximizing shareholder value
- Maintaining a strong balance sheet
- Realizing growth opportunities
- Integrity-based corporate culture
- Strong corporate governance

Company Highlights

ENDURING FINANCIAL STRENGTH

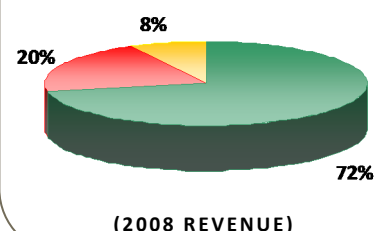
- \$148 million in cash as of Dec. 31, 2008
- Low 2.6% debt-to-capital ratio
- Leading and defensible market positions
- Disciplined capital deployment practices
- Generated \$121.7 million in free cash flow over the past three years
- \$105 million returned to shareholders over the past three years through share repurchases and dividends

CULTURE OF INTEGRITY

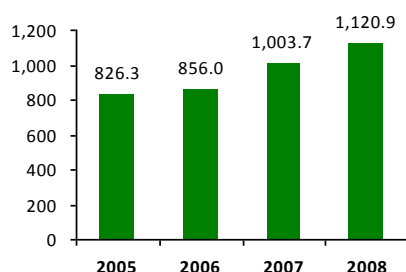
- Culture of integrity that fosters ethical and sustainable business practices
- Strong and experienced management team
- Excellent corporate governance
- Management compensation tied to shareholder value

REPORTABLE SEGMENTS

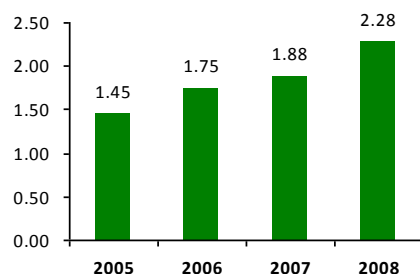
- GES Exposition Services, Inc.
- Experiential Marketing
- Travel & Recreation



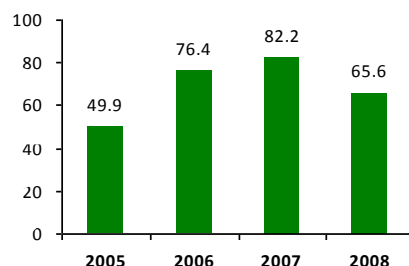
REVENUE (\$ in millions)



EPS BEFORE OTHER ITEMS¹



OPERATING CASH FLOW (\$ in millions)



Financial Snapshot (\$ in millions, except per share and share data)

Year Ended Dec. 31	2005	2006	2007	2008
REVENUE	826.3	856.0	1,003.7	1,120.9
SEGMENT OPERATING INCOME	64.2	67.2	68.7	82.0
SEGMENT OPERATING MARGIN	7.8%	7.9%	6.8%	7.3%
EPS BEFORE OTHER ITEMS ¹	1.45	1.75	1.88	2.28
DIVIDENDS PER SHARE	0.16	0.16	0.16	0.16
SHARES OUTSTANDING ² (000s)	22,253	21,805	20,886	20,493
CASH	152.6	178.1	165.1	148.0
DEBT	17.4	15.0	14.2	12.6
DEBT-TO-CAPITAL	4.1%	3.3%	2.9%	2.6%
TOTAL ASSETS	685.7	672.6	781.4	729.4
TOTAL LIABILITIES	284.0	237.4	305.5	262.3

Contact Us

INVESTOR RELATIONS

For securities analysts and investors seeking additional information about the company, e-mail ir@viad.com or call (602) 207-2681.

SHAREHOLDER SERVICES

Viad Corp does not maintain shareholder records at its offices. All inquiries regarding shareholder records should be directed to Wells Fargo Shareowner Services at (800) 453-2235.

www.wellsfargo.com/shareownerservices

Reportable Segment Information

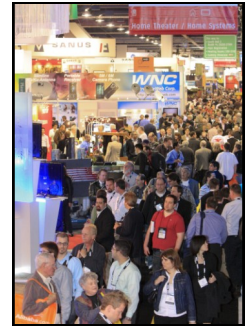
GES



GES EXPOSITION SERVICES, INC.

GES services major exhibition and event markets across the United States, Canada, the United Kingdom and in the United Arab Emirates through the GES Worldwide Network. GES provides a wide variety of services, including:

- Exhibition planning and design
- Turnkey / custom exhibit rentals
- Material handling
- Overhead rigging
- Temporary electrical equipment
- Signs and graphics production
- Installation and dismantling
- Carpet and furnishings
- Logistics and shipping services
- Show traffic analysis
- Exhibitor ROI analysis



EXPERIENTIAL MARKETING



EXHIBITGROUP/GILTSPUR

Exhibitgroup/Giltspur is an integrated experience marketing company that specializes in exhibits, events and other face-to-face marketing services.

With the acquisition of The Becker Group, Ltd. in 2008, EG expanded its creative and design capabilities to include a greater variety of immersive, entertaining attractions and brand-based experiences, sponsored events, mobile marketing tours and holiday-themed experiences.

- Design and creative services
- Integrated marketing and CRM
- Program management and measurement
- Exhibit fabrication
- Logistics management
- Maintenance and warehousing
- Staff training
- In-house installation and dismantling
- Holiday-themed events and experiences
- Branded entertainment services
- Portable / modular exhibits
- Kiosks and permanent installations

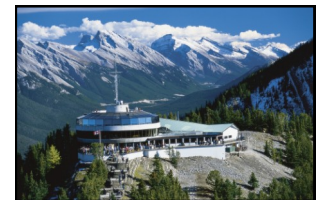


TRAVEL & RECREATION



BREWSTER INC.

Brewster Inc. (Brewster) is a major tourism service operator in Western Canada that provides tourism products, including world-class attractions, hotel operations, transportation services and inbound package tour operations. Brewster's attractions feature the Banff Gondola, tours of the Athabasca Glacier on the Columbia Icefield and boat tours on Lake Minnewanka.



GLACIER PARK, INC.

Glacier Park, Inc. (Glacier Park), the largest concessionaire in Glacier National Park, operates four historic lodges and three motor inns in and around Glacier National Park in Montana and Waterton Lakes National Park in Alberta, Canada. In addition to lodging, Glacier Park's services include food and beverage operations, retail operations and tour and transportation services.



Reportable Segments' Financial Snapshots *(\$ in thousands)*

GES



Year Ended Dec. 31	2005	2006	2007	2008
REVENUE	568,006	623,082	746,739	808,847
SEGMENT OPERATING INCOME	43,572	48,055	50,814	58,101
SEGMENT OPERATING MARGIN	7.7%	7.7%	6.8%	7.2%
DEPRECIATION & AMORTIZATION	12,264	12,386	15,092	17,389
EBITDA	55,909	60,811	65,907	75,659
EBITDA MARGIN	9.8%	9.8%	8.8%	9.4%
CAPITAL EXPENDITURES	11,981	17,189	24,697	27,421
ASSETS	260,046	264,997	372,303	340,849

EXPERIENTIAL MARKETING



Year Ended Dec. 31	2005	2006	2007	2008
REVENUE	184,315	153,689	172,740	225,393
SEGMENT OPERATING INCOME	511	(3,505)	(4,832)	1,881
SEGMENT OPERATING MARGIN	0.3%	(2.3%)	(2.8%)	0.8%
DEPRECIATION & AMORTIZATION	4,348	2,821	2,508	4,876
EBITDA	5,844	(484)	(3,761)	7,093
EBITDA MARGIN	3.2%	(0.3%)	(2.2%)	3.1%
CAPITAL EXPENDITURES	2,806	1,206	1,558	5,649
ASSETS	89,323	74,809	77,279	102,361

TRAVEL & RECREATION



Year Ended Dec. 31	2005	2006	2007	2008
REVENUE	73,933	79,260	84,222	86,621
SEGMENT OPERATING INCOME	20,130	22,699	22,728	22,020
SEGMENT OPERATING MARGIN	27.2%	28.6%	27.0%	25.4%
DEPRECIATION & AMORTIZATION	4,959	4,465	5,065	5,525
EBITDA	24,993	28,495	28,079	27,454
EBITDA MARGIN	33.8%	36.0%	33.3%	31.7%
CAPITAL EXPENDITURES	5,208	1,484	6,726	5,905
ASSETS	132,725	122,051	139,465	120,198



Reconciliation of Non-GAAP Measure

¹EPS BEFORE OTHER ITEMS

Year Ended Dec. 31	2005	2006	2007	2008
INCOME FROM CONTINUING OPERATIONS	\$1.64	\$2.35	\$2.04	\$2.10
IMPAIRMENT LOSSES / (RECOVERIES), NET OF TAX	0.02	0.10	(0.01)	0.46
FAVORABLE RESOLUTION OF TAX MATTERS	(0.21)	(0.60)	(0.15)	(0.28)
GAIN ON SALE OF CORP. ASSETS, NET OF TAX	-	(0.10)	-	-
EPS BEFORE OTHER ITEMS	\$1.45	\$1.75	\$1.88	\$2.28
AVERAGE DILUTIVE SHARES OUTSTANDING (000s)	22,253	21,805	20,886	20,493