

**IMPORTANT U.S. FEDERAL INCOME TAX INFORMATION  
CONCERNING THE MONEYGRAM INTERNATIONAL, INC.  
STOCK DISTRIBUTION**

On June 30, 2004, Viad Corp ("Viad") distributed the stock of MoneyGram International, Inc. ("MoneyGram") to stockholders of Viad, thus resulting in two separate publicly traded companies: Viad and MoneyGram. Record holders of common stock of Viad received a distribution of one share of common stock of MoneyGram for every share of Viad common stock held on June 24, 2004, the record date.

**Tax Treatment of the Spin-Off.** Viad has received a ruling from the U.S. Internal Revenue Service to the effect that the distribution of MoneyGram common stock qualifies as a tax-free distribution for federal income tax purposes, and that a Viad stockholder generally will not recognize gain or loss upon the receipt of MoneyGram common stock.

**Fractional Shares.** No fractional shares of Viad or MoneyGram common stock were issued.

**Tax Basis Allocation.** U.S. federal income tax law requires that your tax basis in your Viad common stock immediately before the spin-off must be allocated between your shares of Viad common stock and the shares of MoneyGram common stock that you received. This allocation is based on the relative fair market values, immediately after the spin-off, of your Viad common stock and your MoneyGram common stock. U.S. federal tax regulations do not specify how you should determine the relative fair market values of the stocks. You and your tax advisor may find **Attachment 1** helpful in determining the fair market values of the stocks.

If you acquired blocks of Viad common stock at different times and prices, you will need to calculate a separate tax basis for each block of shares of Viad common stock, as well as for the shares of MoneyGram common stock that you received. You should retain the information in Attachment 1 to support your determination of your basis in your Viad and MoneyGram shares.

**Example.** If you and your tax advisor use Allocation Method #1 in Attachment 1, for purposes of determining the relative fair market values of the Viad common stock and the MoneyGram common stock, the values of the stocks were \$7.23 and \$20.60 respectively. Accordingly, as set forth in the Basis Allocation Percentages Table in Attachment 1, your aggregate tax basis in your Viad common stock is apportioned 25.98% to your Viad common stock and 74.02% to the MoneyGram common stock that you received. The apportionment calculation may be illustrated as follows:

- Assume that on June 24, 2004 you owned 100 shares of Viad common stock with a tax basis of \$20 per share for a total tax basis of \$2,000.
- You would have received 100 shares of MoneyGram common stock (1 share for each Viad share you owned).
- You would allocate 25.98% of your \$2,000 tax basis or \$519.60 to the tax basis of your 100 pre-distribution Viad shares ( $\$519.60 \div 100 = \$5.20$  per share), and you would allocate 74.02% of your \$2,000 tax basis or \$1,480.40 to the tax basis of your 100 MoneyGram shares ( $\$1,480.40 \div 100 = \$14.80$  per share).

**Holding Period.** Under the ruling Viad received from the U.S. Internal Revenue Service, your holding period for your MoneyGram shares will be the same as your holding period for your pre-distribution Viad shares with respect to which the MoneyGram shares were received (assuming that such Viad shares were held as a capital asset).

**Tax Information Filing Requirements.** United States Treasury Department regulations require that you attach to your income tax return a statement setting forth certain prescribed information about the MoneyGram distribution. A statement will be mailed to you to complete and use for this purpose when you file your 2004 federal income tax return.

**Consult Your Tax Advisor.** The information in this enclosure represents our general understanding of existing federal income tax law and regulations, and does not constitute tax advice. It does not purport to be complete or to describe the consequences that may apply to particular categories of stockholders. You should consult your own tax advisor as to the particular tax consequences to you of the distribution, including the applicability and effect of any federal, state, local and foreign tax laws.

**INFORMATION FOR USE IN DETERMINING  
THE FAIR MARKET VALUES OF VIAD AND MONEYGRAM COMMON STOCK  
IMMEDIATELY AFTER THE SPIN-OFF**

The spin-off occurred as of 11:59 p.m. Eastern Time on June 30, 2004. "When issued" trading in MoneyGram International stock commenced on June 22, 2004 and ended on June 30, 2004.

U.S. federal income regulations do not specify how you should determine the fair market values of Viad common stock and the MoneyGram common stock immediately after the spin-off. There are several potential methods of measuring the fair market value of the stocks immediately after the spin-off, including:

- (1) The closing trading prices of the stocks on the "when issued" market on the date of the spin-off (June 30, 2004).
- (2) The average of the high and low trading prices of the stocks on the first regular trading day of MoneyGram stock (July 1, 2004);
- (3) The opening trading price of the stocks on the first regular trading day of the MoneyGram stock (July 1, 2004);
- (4) The closing trading prices of the stocks on the first regular trading day of the MoneyGram stock (July 1, 2004).

You and your tax advisor may find the information on the following tables useful in connection with your determination of your basis in your Viad and MoneyGram common stock. The first table shows the prices for each of the four valuation methodologies described above. The second table shows the percentage that is multiplied by your tax basis in your Viad common shares prior to the spin-off to determine the amount allocable to your Viad common stock and your MoneyGram common stock after the spin-off. The example in the accompanying letter illustrates the use of the allocation percentages (more specifically, the closing price "when issued" allocation method) shown in the second table.

**Trading Prices**

<b>Stock</b>	<b>Closing Trading Price ("When Issued") on June 30, 2004</b>	<b>Average Trading Price on July 1, 2004</b>	<b>Opening Trading Price on July 1, 2004</b>	<b>Closing Trading Price on July 1, 2004</b>
Viad	\$28.91	\$27.07	\$28.00	\$26.61
Viad (adjusted for 1-for-4 reverse stock split)	\$7.23	\$6.77	\$7.00	\$6.65
MoneyGram	\$20.60	\$20.76	\$20.48	\$21.23

**Basis Allocation Percentages**

<b>Stock</b>	<b>(1) Closing Price "When Issued" Allocation %</b>	<b>(2) High-Low Average Price Allocation %</b>	<b>(3) Opening Price "Regular Trading" Allocation %</b>	<b>(4) Closing Price "Regular Trading" Allocation %</b>
Viad	25.98%	24.59%	25.47%	23.85%
MoneyGram	74.02%	75.41%	74.53%	76.15%