

Edgar Filing: DIAL CORP /NEW/ - Form 4

DIAL CORP /NEW/
 Form 4
 January 29, 2003

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 WASHINGTON, D.C. 20549
 FORM 4

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

() Check this box if no longer subject to Section 16.
 Form 4 or Form 5 obligations may continue. See Instructions 1(b).

1. Name and Address of Reporting Person
 Herbert M. Baum
 15501 North Dial Boulevard
 Suite 2212
 AZ, Scottsdale 85260-1619
2. Issuer Name and Ticker or Trading Symbol
 The Dial Corporation (DL)
3. IRS or Social Security Number of Reporting Person (Voluntary)
4. Statement for Month/Day/Year
 1/29/2003
5. If Amendment, Date of Original (Month/Day/Year)
6. Relationship of Reporting Person(s) to Issuer (Check all applicable)
 (X) Director () 10% Owner (X) Officer (give title below) () Other
 (specify below)
 Chairman, President & Chief Executive Officer
7. Individual or Joint/Group Filing (Check Applicable Line)
 (X) Form filed by One Reporting Person
 () Form filed by More than One Reporting Person

Table I -- Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security	2. Trans- action Date	2A. Exec- ution Date	3. Trans- action Code	4. Securities Acquired (A) or Disposed of (D) Amount	A/ D	Price	5. Amount of Securities Beneficially Owned Following Reported Trans(s)
The Dial Corporation Common Stock							3379
The Dial Corporation Common Stock (401(K)) Stock Holdings)							1526.716
The Dial Corporation Common Stock (Emplo yee Stock Purchase P lan)	1/29/ 2003		I	3.834295	A	19.07	2368.482079 1

Table II -- Derivative Securitized Acquired, Disposed of, or Beneficially Owned

1. Title of Derivative Security	2. Con- version or Exer	3. Trans- action	3A. Deemed	4. Trans- action	5. Number of De rivative Secu rities Acqui	6. Date Exer cisable and Expiration	7. Title and Amount of Underlying Securities	8. P of vat
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	Price of	Exercise	Acquired	Disposed	Date	Expiration	Title and Number
	Derivative	(Month/Day/Year)	(Month/Day/Year)	(Month/Day/Year)	(Month/Day/Year)	(Month/Day/Year)	of Shares
	Securitized		Code	Amount			
Options - Right to Buy	16.5313				2	08/08/2007	The Dial Corporation Common Stock
Options - Right to Buy	14.3750				2	01/27/2007	The Dial Corporation Common Stock
Options - Right to Buy	23.1563				2	08/20/2008	The Dial Corporation Common Stock
Options - Right to Buy	27.0000				2	8/19/2009	The Dial Corporation Common Stock
Phantom Stock Units	1-for-1				3		The Dial Corporation Common Stock
Options - Right to Buy	13.5000				4	01/26/2011	The Dial Corporation Common Stock
Options - Right to Buy	11.8750				4	08/08/2010	The Dial Corporation Common Stock
Phantom Stock Units	1-for-1				5		The Dial Corporation Common Stock
Phantom Stock Units	1-for-1				6		The Dial Corporation Common Stock

Explanation of Responses:

- On January 29, 2003, the reporting person acquired a total of 3.83 shares as a result of a dividend payment under The Dial Corporation Employee Stock Purchase Plan.
- Annual stock option award granted pursuant to the 1996 Stock Incentive Plan. 50% of the options are exercisable one year after grant and 100% exercisable two years after grant.
- Meeting fees, retainer fees and dividends paid in phantom stock units accrued under the Corporation's Directors Deferred Compensation Plan.
- Granted pursuant to the 1996 Stock Incentive Plan. 1/3 of the options vest on the first anniversary of the grant date; 1/3 vest after the second anniversary of the grant date; and the final 1/3 vest after the third anniversary of the grant date. All options vest in the event of a change in control. Each option contains a Change

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in Control Cash-Out whereby, in the event of a change in control, the participant may elect to surrender all or part of the stock option to the Corporation and to receive cash i

5. Discount stock units accrued under the Corporation's Management Deferred Compensation Plan.

6. Phantom stock units accrued under the Corporation's Management Deferred Compensation Plan.

SIGNATURE OF REPORTING PERSON

Herbert M. Baum

/s/ Dianne B. Stoehr Attorney-In-Fact