

Edgar Filing: DIAL CORP /NEW/ - Form 4

DIAL CORP /NEW/
 Form 4
 January 24, 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
 Stephen Blum
 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
 1/23/2003
5. If Amendment, Date of Original (Month/Day/Year)
6. Relationship of Reporting Person(s) to Issuer (Check all applicable)
 () Director () 10% Owner (X) Officer (give title below) () Other
 (specify below)
 Senior Vice President-Investor Relations
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 (401(K)) Stock Holdings)							536.438
The Dial Corporation Common Stock (Emplo yee Stock Purchase P lan)							1610.036894

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

1. Title of Derivative Security	2. Con- version or Exer- cise Price of Deriva-	3. Trans- action	3A. Deemed Execu- tion	4. Trans- action	5. Number of De rivative Secu rities Acqui red(A) or Dis posed of(D)	6. Date Exer- cisable and Expiration Date(Month/ Day/Year) Date Expir	7. Title and Amount of Underlying Securities	8. P of vat Sec rit
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Security	Amount	Code	Exercise Date	Title and Number of Shares
Options - Right to Buy	10.9375		09/11/2010	The Dial Corporation Common Stock
Options - Right to Buy	17.9850		03/28/2012	The Dial Corporation Common Stock
Options-Right To Buy	13.4688		01/25/2011	The Dial Corporation Common Stock
Phantom Stock Units	2.6664	A		The Dial Corporation Common Stock
Phantom Stock Units	10.6656	A		The Dial Corporation Common Stock

Explanation of Responses:

1. 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 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 in
2. On January 23, 2003, the reporting person acquired 2.67 discount phantom stock units at a price of \$19.83 as a result of the dividend payment under the Corporations Management Deferred Compensation Plan, but which vest at the end of the second plan year following the plan year in which such units were acquired.
3. On January 23, 2003, the reporting person acquired 10.67 phantom stock units at a price of \$19.83 as a result of the dividend payment under the Corporations Management Deferred Compensation Plan.

SIGNATURE OF REPORTING PERSON

Stephen Blum

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