

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
 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
 1/29/2003
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)	1/29/ 2003		I	2.417934	A	19.07	1612.454828 1

Table II -- Derivative Securites 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	V	A/	Exer-	ation	Title and Number
(Month/Day/Year)	(Month/Day/Year)			D	cisa-	Date	of Shares
Options - Right to Buy	10.9375				2	09/11/2010	The Dial Corporation Common Stock
Options - Right to Buy	17.9850				2	03/28/2012	The Dial Corporation Common Stock
Options-Right To Buy	13.4688				2	01/25/2011	The Dial Corporation Common Stock
Phantom Stock Units	1-for-1				3		The Dial Corporation Common Stock
Phantom Stock Units	1-for-1				4		The Dial Corporation Common Stock

Explanation of Responses:

- On January 29, 2003, the reporting person acquired a total of 2.42 shares as a result of a dividend payment under The Dial Corporation Employee Stock Purchase 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 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
- Discount stock units accrued under the Corporation's Management Deferred Compensation Plan.
- Phantom stock units accrued under the Corporation's Management Deferred Compensation Plan.

SIGNATURE OF REPORTING PERSON

Stephen Blum

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