

Edgar Filing: DIAL CORP /NEW/ - Form 4

DIAL CORP /NEW/  
 Form 4  
 March 14, 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  
 3/12/2003
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	3A. Deemed Execu- tion	4. Trans- action	4. Securities Acquired (A) or Disposed of (D) Amount	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)							1612.454828

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
---------------------------------------	---	---------------------	------------------------------	---------------------	--	--	--	---------------------------------

Edgar Filing: DIAL CORP /NEW/ - Form 4

Security	Exercisable	Grant Date	Expiration Date	Code	Amount	Exercise Price	Number of Shares	Title and Number of Shares
Options - Right to Buy	17.7700	3/12/2003	2/12/2010	A	60000	A 1	60000	The Dial Corporation Common Stock
Options - Right to Buy	10.9375		9/11/2010			1		The Dial Corporation Common Stock
Options - Right to Buy	17.9850		3/28/2012			1		The Dial Corporation Common Stock
Options-Right To Buy	13.4688		1/25/2011			1		The Dial Corporation Common Stock
Phantom Stock Units	1-for-1					2		The Dial Corporation Common Stock
Phantom Stock Units	1-for-1					3		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 i

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

3. 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