

DIAL CORP /NEW/  
Form 8-K  
March 14, 2002

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 or 15(d)  
of the Securities Exchange Act of 1934

Date of Report: March 12, 2002

**THE DIAL CORPORATION**

(Exact Name of Registrant as Specified in its Charter)

DELAWARE  
(State or Other Jurisdiction of  
Incorporation or Organization)  
15501 NORTH DIAL BOULEVARD  
SCOTTSDALE, ARIZONA  
(Address of Principal Executive Offices)

51-0374887  
(I.R.S. Employer  
Identification No.)  
85260-1619  
(Zip Code)

Registrant's Telephone Number, Including Area Code (480) 754-3425

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Item 7. Exhibits.

Item 9. Regulation FD Disclosure.

On March 12, 2002, Dial issued a press release announcing that Chairman, President and CEO, Herbert M. Baum, and Executive Vice President and CFO, Conrad A. Conrad will present to investors at the Merrill Lynch 15<sup>th</sup> Annual Global Branded Consumer Products Conference, a copy of which is filed herewith as Exhibit 99.

A copy of the Company's presentation will be posted on the Company's website ([www.dialcorp.com](http://www.dialcorp.com)) on Tuesday, March 19, 2002.

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**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

**The Dial Corporation**  
March 14, 2002

/s/ Conrad A. Conrad  
Executive Vice President and Chief Financial Officer

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Exhibit Index

Exhibit Number	Description
99	Press Release of the Company dated March 12, 2002