

DIAL CORP /NEW/
Form 8-K
August 28, 2003

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**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: August 28, 2003

THE DIAL CORPORATION
(Exact Name of Registrant as Specified in its Charter)

DELAWARE
(State or Other Jurisdiction of
Incorporation or Organization)

51-0374887
(I.R.S. Employer
Identification No.)

15501 NORTH DIAL BOULEVARD
SCOTTSDALE, ARIZONA
(Address of Principal Executive Offices)

85260-1619
(Zip Code)

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

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SIGNATURE

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Item 7. Exhibits

(c) Exhibits

(99) Press Release of the Company dated August 28, 2003.

Item 9. Regulation FD Disclosure.

On August 28, 2003, Dial issued a press release announcing that The Dial Corporation's CEO and CFO will present at the Prudential Securities 2003 Back-To-School Conference. The release also announced that Dial remains confident with its third quarter and full year earnings guidance. A copy of the press release is furnished herewith as Exhibit 99.

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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

August 28, 2003

/s/ Conrad A. Conrad

Conrad A. Conrad

Executive Vice President and Chief Financial Officer