

Edgar Filing: DIAL CORP /NEW/ - Form 4

DIAL CORP /NEW/
 Form 4
 March 10, 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
 Herbert M. Baum
 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
 3/6/2003
5. If Amendment, Date of Original (Month/Day/Year)
6. Relationship of Reporting Person(s) to Issuer (Check all applicable)
 (X) Director () 10% Owner (X) Officer (give title below) () Other
 (specify below)
 Chairman, President & Chief Executive Officer
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 | | | | | | | 4889 |
| The Dial Corporation Common Stock (401(K)) Stock Holdings) | | | | | | | 1526.716 |
| The Dial Corporation Common Stock (Emplo yee Stock Purchase P lan) | | | | | | | 2368.482079 |

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

| 1. Title of Derivative Security | 2. Con- version or Exer | 3. Trans- action | 3A. Deemed | 4. Trans- action | 5. Number of De rivative Secu rities Acqui | 6. Date Exer cisable and Expiration | 7. Title and Amount of Underlying Securities | 8. P of vat |
|---------------------------------------|-------------------------------|---------------------|------------|---------------------|--|---|--|-------------------|
|---------------------------------------|-------------------------------|---------------------|------------|---------------------|--|---|--|-------------------|

Edgar Filing: DIAL CORP /NEW/ - Form 4

| | Exercise Price of Derivative Security | Exercise Date (Month/Day/Year) | Exercise Term (Month/Day/Year) | Code | Amount | Redemption or Disposed of (D) | Date (Month/Day/Year) | Expiration Date (Month/Day/Year) | Title and Number of Shares | Section 10(b)(1) Rights |
|------------------------|---------------------------------------|--------------------------------|--------------------------------|------|-----------|-------------------------------|-----------------------|----------------------------------|-----------------------------------|-------------------------|
| Options - Right to Buy | 16.5313 | | | | | | 1 | 08/08/2007 | The Dial Corporation Common Stock | |
| Options - Right to Buy | 14.3750 | | | | | | 1 | 01/27/2007 | The Dial Corporation Common Stock | |
| Options - Right to Buy | 23.1563 | | | | | | 1 | 08/20/2008 | The Dial Corporation Common Stock | |
| Options - Right to Buy | 27.0000 | | | | | | 1 | 8/19/2009 | The Dial Corporation Common Stock | |
| Phantom Stock Units | 1-for-1 | | | | | | 2 | | The Dial Corporation Common Stock | |
| Options - Right to Buy | 13.5000 | | | | | | 3 | 01/26/2011 | The Dial Corporation Common Stock | |
| Options - Right to Buy | 11.8750 | | | | | | 3 | 08/08/2010 | The Dial Corporation Common Stock | |
| Phantom Stock Units | 1-for-1 | 3/6/2003 | | A | 115.50424 | A | 4 | | The Dial Corporation Common Stock | 115.50424 |
| Phantom Stock Units | 1-for-1 | 3/6/2003 | | A | 28.876201 | A | 5 | | The Dial Corporation Common Stock | 28.876201 |

Explanation of Responses:

1. Annual stock option award granted pursuant to the 1996 Stock Incentive Plan. 50% of the options are exercisable one year after grant and 100% exercisable two years after grant.
2. Meeting fees, retainer fees and dividends paid in phantom stock units accrued under the Corporation's Directors Deferred Compensation Plan.
3. 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

Edgar Filing: DIAL CORP /NEW/ - Form 4

4. On March 6, 2003, the reporting person acquired 115.50 phantom stock units at a price of \$17.69 as a result of the salary deferral payment under the Corporation's Management Deferred Compensation Plan.

5. On March 6, 2003, the reporting person acquired 28.88 discount phantom stock units at a price of \$17.69 as a result of the salary deferral payment under the Corporation's Management Deferred Compensation Plan, but which vest at the end of the second pl

an year following the plan year in which such units were acquired.

SIGNATURE OF REPORTING PERSON

Herbert M. Baum

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