

DIAL CORP /NEW/
Form 8-K
March 12, 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: March 12, 2003

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

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SIGNATURE

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Item 7. Exhibits

(c) Exhibits

(99) Press Release of the Company dated March 12, 2003

Item 9. Regulation FD Disclosure.

On March 12, 2003, Dial issued a press release declaring a quarterly dividend on Dial Common Stock, a copy of which 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

March 12, 2003

/s/ Conrad A. Conrad

Conrad A. Conrad
Executive Vice President and Chief Financial Officer