

KEYCORP /NEW/  
Form 8-K  
July 16, 2004

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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 (Date of earliest event reported): July 16, 2004

\_\_\_\_\_  
(Exact name of registrant as specified in charter)

Ohio

0-850

34-6542451

\_\_\_\_\_  
(State or other jurisdiction of  
incorporation)

\_\_\_\_\_  
Commission File Number

\_\_\_\_\_  
(I.R.S. Employer Identification  
No.)

\_\_\_\_\_  
127 Public Square, Cleveland, Ohio

\_\_\_\_\_  
44114-1306

\_\_\_\_\_  
(Address of principal executive offices)

\_\_\_\_\_  
(Zip Code)

\_\_\_\_\_  
Registrant's telephone number, including area code: (216) 689-6300

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Item 7. Financial Statements and Exhibits

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EX-99.1 Press Release

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**Item 7. Financial Statements and Exhibits**

(c) Exhibits

- 99.1 The Registrant's July 16, 2004, press release announcing its earnings results for the three- and six-month periods ended June 30, 2004.

**Item 12. Results of Operations and Financial Condition**

On July 16, 2004, the Registrant conducted a conference call/webcast to discuss its quarterly earnings and currently anticipated earnings trends. The slide presentation reviewed by the Registrant in the conference call/webcast follows as Annex A to this Item 12.

On July 16, 2004, the Registrant issued a press release announcing its earnings results for the three- and six-month periods ended June 30, 2004. This press release, dated July 16, 2004, is attached as Exhibit 99.1 to this report.

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ANNEX A

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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.

KEYCORP  
(Registrant)

Date: July 16, 2004

/s/ Lee Irving  
By: Lee Irving  
Executive Vice President  
and Chief Accounting Officer