

VeriFone Holdings, Inc.  
Form 4  
August 03, 2006

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Adams Jesse

(Last) (First) (Middle)

C/O VERIFONE HOLDINGS,  
INC., 2099 GATEWAY PLACE,  
SUITE 600

(Street)

SAN JOSE,, CA 95110

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
VeriFone Holdings, Inc. [PAY]

3. Date of Earliest Transaction  
(Month/Day/Year)  
08/01/2006

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
\_X\_ Officer (give title below) \_\_\_ Other (specify below)  
Exec. VP, N. America Sales

6. 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 (Instr. 3)          | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|--|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|  |                                      |  |                                | (A) or (D) Code V Amount (D) Price                                |   |  |                                   |
| Common Stock, par value \$0.01 per share | 08/01/2006                           |  | S <sup>(1)</sup>               | 794 D \$ 27.15  | 114,063   | D  |                                   |
| Common Stock, par value \$0.01 per share | 08/01/2006                           |  | S <sup>(1)</sup>               | 345 D \$ 27.16  | 113,718   | D  |                                   |
| Common Stock, par value \$0.01           | 08/01/2006                           |  | S <sup>(1)</sup>               | 242 D \$ 27.17  | 113,476   | D  |                                   |

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|   |            |                        |     |   |             |         |   |
|---|------------|------------------------|-----|---|-------------|---------|---|
| per share   |            |                        |     |   |             |         |   |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 311 | D | \$<br>27.18 | 113,165 | D |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 380 | D | \$ 27.2     | 112,785 | D |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 35  | D | \$<br>27.21 | 112,750 | D |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 104 | D | \$<br>27.22 | 112,646 | D |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 345 | D | \$<br>27.23 | 112,301 | D |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 414 | D | \$<br>27.24 | 111,887 | D |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 138 | D | \$<br>27.25 | 111,749 | D |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 242 | D | \$<br>27.26 | 111,507 | D |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 69  | D | \$<br>27.37 | 111,438 | D |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 173 | D | \$<br>27.43 | 111,265 | D |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 518 | D | \$ 27.5     | 110,747 | D |

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|   |            |                        |     |   |             |         |   |
|---|------------|------------------------|-----|---|-------------|---------|---|
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 345 | D | \$<br>27.51 | 110,402 | D |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 69  | D | \$ 27.6     | 110,333 | D |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 35  | D | \$<br>27.63 | 110,298 | D |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 276 | D | \$<br>27.64 | 110,022 | D |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 206 | D | \$<br>27.65 | 109,816 | D |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 138 | D | \$<br>27.66 | 109,678 | D |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 68  | D | \$<br>27.67 | 109,610 | D |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 138 | D | \$ 27.7     | 109,472 | D |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 206 | D | \$<br>27.71 | 109,266 | D |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 173 | D | \$<br>27.74 | 109,093 | D |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 | <u>S<sup>(1)</sup></u> | 319 | D | \$ 27.8     | 108,774 | D |
|   | 08/01/2006 | <u>S<sup>(1)</sup></u> | 138 | D |             | 108,636 | D |

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|   |            |  |                  |     |    |             |         |  |       |
|---|------------|--|------------------|-----|----|-------------|---------|--|-------|
| Common<br>Stock, par<br>value \$0.01<br>per share |            |  |                  |     | \$ |             |         |  | 27.85 |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 |  | S <sup>(1)</sup> | 68  | D  | \$ 27.9     | 108,568 |  | D     |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 |  | S <sup>(1)</sup> | 17  | D  | \$ 28       | 108,551 |  | D     |
| Common<br>Stock, par<br>value \$0.01<br>per share | 08/01/2006 |  | S <sup>(1)</sup> | 138 | D  | \$<br>28.05 | 108,413 |  | D     |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and<br>Amount of<br>Underlying<br>Securities<br>(Instr. 3 and 4) | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Nu<br>Deriv<br>Secur<br>Bene<br>Own<br>Follo<br>Repor<br>Trans<br>(Instr |
|---|--|---|---|--------------------------------------|--|--|---|---|---|
|   |  |   |   |                                      |  | Date<br>Exercisable  | Expiration<br>Date  | Title   | Amount<br>or<br>Number<br>of<br>Shares                                      |
|   |  |   |   |                                      |  | Code   | V (A) (D)   |   |   |

## Reporting Owners

| Reporting Owner Name / Address             | Relationships  |
|--|--|
| Adams Jesse<br>C/O VERIFONE HOLDINGS, INC. | Director 10% Owner Officer<br>Exec. VP, N. America Sales |
|  | Other  |

2099 GATEWAY PLACE, SUITE 600  
SAN JOSE,, CA 95110

## Signatures

/s/ Janelle Del Rosso, by Power of  
Attorney

08/03/2006

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The sale was effected by Mr. Adams pursuant to a Rule 10b5-1 sales plan effective as of September 30, 2005.

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