

VeriFone Holdings, Inc.  
Form 4  
August 14, 2007

**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)

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)  
08/10/2007

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Vice Chairman

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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 Indirect Beneficial Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock, par value \$0.01 per share	08/10/2007		S <sup>(1)</sup>	300 D \$ 38.521	21,707	D	
Common Stock, par value \$0.01 per share	08/10/2007		S <sup>(1)</sup>	200 D \$ 38.53	21,507	D	
	08/10/2007		S <sup>(1)</sup>	100 D \$ 38.55	21,407	D	

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Common Stock, par value \$0.01 per share							
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	300	D	\$ 38.56	21,107	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	300	D	\$ 38.58	20,807	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	100	D	\$ 38.595	20,707	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	100	D	\$ 38.62	20,607	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	700	D	\$ 38.64	19,907	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	300	D	\$ 38.67	19,607	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	200	D	\$ 38.68	19,407	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	300	D	\$ 38.71	19,107	D
	08/10/2007	<u>S(1)</u>	1,200	D	\$ 38.72	17,907	D

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Common Stock, par value \$0.01 per share							
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	500	D	\$ 38.73	17,407	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	1,200	D	\$ 38.74	16,207	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	100	D	\$ 38.75	16,107	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	700	D	\$ 38.76	15,407	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	500	D	\$ 38.78	14,907	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	1,300	D	\$ 38.8	13,607	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	100	D	\$ 38.81	13,507	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	400	D	\$ 38.821	13,107	D
	08/10/2007	<u>S(1)</u>	100	D	\$ 38.83	13,007	D

Common  
Stock, par  
value  
\$0.01 per  
share

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

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(9-02)

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 3)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Adams Jesse VERIFONE HOLDINGS, INC. 2099 GATEWAY PLACE, SUITE 600 SAN JOSE, CA 95110			Vice Chairman	

## Signatures

/s/ Janelle Del Rosso, by Power of Attorney  
08/13/2007

\*\*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 January 3, 2007.

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