

VeriFone Holdings, Inc.  
Form 4  
October 04, 2006

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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**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 \*  
Atkinson William George

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction  
(Month/Day/Year)  
10/02/2006

\_\_\_ Director \_\_\_ 10% Owner  
\_X\_ Officer (give title below) \_\_\_ Other (specify below)  
Exec VP, Global Mktg & Bus Dev

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

(Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_X\_ Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

SAN JOSE, CA 95110

(City) (State) (Zip)

**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)
			Code	V	Amount or Price		
Common Stock, par value \$0.01 per share	10/02/2006		S <sup>(1)</sup>		339	D	\$ 28.02 162,623 D
Common Stock, par value \$0.01 per share	10/02/2006		S <sup>(1)</sup>		74	D	\$ 28.03 162,549 D
Common Stock, par value \$0.01	10/02/2006		S <sup>(1)</sup>		280	D	\$ 28.04 162,269 D

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per share							
Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	162	D	\$ 28.05	162,107	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	44	D	\$ 28.06	162,063	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	74	D	\$ 28.07	161,989	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	59	D	\$ 28.08	161,930	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	235	D	\$ 28.09	161,695	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	74	D	\$ 28.11	161,621	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	147	D	\$ 28.12	161,474	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	88	D	\$ 28.13	161,386	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	235	D	\$ 28.14	161,151	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	177	D	\$ 28.15	160,974	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	88	D	\$ 28.16	160,886	D

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Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	74	D	\$ 28.17	160,812	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	220	D	\$ 28.19	160,592	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	29	D	\$ 28.2	160,563	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	20	D	\$ 28.21	160,543	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	88	D	\$ 28.22	160,455	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	88	D	\$ 28.24	160,367	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	6	D	\$ 28.25	160,361	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	118	D	\$ 28.39	160,243	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	59	D	\$ 28.4	160,184	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	29	D	\$ 28.43	160,155	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S<sup>(1)</sup></u>	74	D	\$ 28.52	160,081	D

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

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

Table with 10 columns: 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 Owned Beneficially (Instr. 3, 4, and 5).

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Atkinson William George
C/O VERIFONE HOLDINGS, INC.
2099 GATEWAY PLACE, SUITE 600
SAN JOSE, CA 95110

Exec VP, Global Mktg & Bus Dev

Signatures

/s/ Janelle Del Rosso, by Power of Attorney

10/04/2006

\*\*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. Atkinson pursuant to a Rule 10b5-1 sales plan effective as of September 30, 2005.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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