

MPHASE TECHNOLOGIES INC
Form 8-K
June 20, 2007

SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, DC 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): **June 20, 2007**

mPHASE TECHNOLOGIES, INC.

(Exact Name of Registrant as Specified in Charter)

| | | |
|---|--|---|
| New Jersey (State or Other Jurisdiction of Identification No.) | 000-24969 (Commission File Number) | 22-2287503 (IRS Employer Incorporation) |
|---|--|---|

587 Connecticut Ave., Norwalk, CT 06854-0566
(Address of Principal Executive Offices) (ZIP Code)

Registrant's telephone number, including area code: **(203) 838-2741**

Item 8.01: Other Events

mPhase Technologies, Inc. announced today that is forming a new media subsidiary, Granita Media, Inc, a Delaware corporation, that will provide targeted advertising to viewers of IPTV delivered by telephone service providers using mPhase s TV+ middleware. Through the use of specific viewer demographics such as age, gender and defined consumer preferences, it is believed that a new form of broadcast television advertising could develop that is more powerful and focused than is currently being used by broadcasters. It is believed that targeted advertising software to be developed by Granita Media, Inc. will enhance mPhase s TV+ middleware by offering a source of additional revenues for a telephone service provider deploying IPTV.

Exhibit 99.1: Press release dated June 20, 2007 of mPhase Technologies, Inc.

Edgar Filing: MPHASE TECHNOLOGIES INC - Form 8-K

SIGNATURES

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 hereunto duly authorized.

mPHASE TECHNOLOGIES

By: /s/ Martin S. Smiley
Martin S. Smiley
Executive Vice President,
Chief Financial Officer and
General Counsel

Date: June 20, 2007
