

ASTA FUNDING INC
Form 4
March 15, 2007

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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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 *
CELANO ED

(Last) (First) (Middle)

C/O ASTA FUNDING, INC., 210 SYLVAN AVENUE

(Street)

ENGLEWOOD CLIFFS, NJ 07632

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
ASTA FUNDING INC [ASFI]

3. Date of Earliest Transaction (Month/Day/Year)
03/13/2007

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)

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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock, par value \$.01 per share	03/13/2007		M		6,667	A	\$ 4.725
Common Stock, par value \$.01 per share	03/13/2007		M		23,335	A	\$ 14.87
Common Stock, par value \$.01 per share	03/13/2007		M		16,666	A	\$ 18.22
					9,667	D	
					33,002	D	
					49,668	D	

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Common Stock, par value \$.01 per share	03/13/2007	S	10,000	D	\$ 36.4	39,668	D
Common Stock, par value \$.01 per share	03/13/2007	S	10,000	D	\$ 36.1	29,668	D
Common Stock, par value \$.01 per share	03/14/2007	S	10,000	D	\$ 35	19,668	D
Common Stock, par value \$.01 per share	03/14/2007	S	10,000	D	\$ 36	9,668	D
Common Stock, par value \$.01 per share	03/14/2007	S	6,668	D	\$ 36.4	3,000	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 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. Amount or Number of Shares
Stock options (right to buy)	\$ 4.725	03/13/2007		M	6,667	<u>(1)</u> 11/01/2012	Common Stock	6,667
Stock options (right to buy)	\$ 14.87	03/13/2007		M	23,335	<u>(1)</u> 11/03/2013	Common Stock	23,335

buy)									
Stock									
options	\$ 18.22	03/13/2007		M	16,666	<u>(1)</u>	10/28/2014	Common	16,666
(right to								Stock	
buy)									

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CELANO ED C/O ASTA FUNDING, INC. 210 SYLVAN AVENUE ENGLEWOOD CLIFFS, NJ 07632		X		

Signatures

/s/ Ed Celano 03/15/2007

**Signature of Date
Reporting Person

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) These options are currently exercisable.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.