

MCF CORP  
Form 8-K  
August 04, 2004

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**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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**FORM 8-K**

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**CURRENT REPORT**

**PURSUANT TO SECTION 13 OR 15(D) OF THE**  
**SECURITIES EXCHANGE ACT OF 1934**

**Date of Report (Date of earliest event reported): August 4, 2004**

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**MCF CORPORATION**

(Exact Name of Registrant as Specified in Charter)

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**Delaware**  
(State or Other Jurisdiction

of Incorporation)

601 Montgomery Street, 18<sup>th</sup> Floor,

**001-15831**  
(Commission File Number)

**11-2936371**  
(IRS Employer

Identification No.)

94111-2622

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**San Francisco, California**  
( Address of Principal Executive Offices)

(Zip Code)

**Registrant s telephone number, including area code (415) 248-5600**

**(Former Name or Former Address, if Changed Since Last Report)**

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**Item 5. Other Events**

MCF Corporation announces earnings for the second quarter 2004.

**Item 7. Exhibits**

99.1 Press Release announcing earnings for the second quarter 2004

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SIGNATURE

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.

MCF CORPORATION

Date: August 4, 2004

By:

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/s/ D. JONATHAN MERRIMAN

D. Jonathan Merriman  
Chairman and Chief Executive Officer