

ELECTRONIC CLEARING HOUSE INC
 Form 4
 April 19, 2005

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

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 *
 Discovery Group I, LLC

2. Issuer Name and Ticker or Trading Symbol
 ELECTRONIC CLEARING HOUSE INC [ECHO]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
 04/15/2005

___ Director ___X___ 10% Owner
 ___ Officer (give title below) ___ Other (specify below)

HYATT CENTER, 24TH FLOOR, 71 SOUTH WACKER

(Street)

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

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

CHICAGO, IL 60606

(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 Indirect Beneficial Ownership (Instr. 4)			
			Code	V	Amount	(D)	Price			
Common Stock	04/15/2005		P		1,530 <u>(1)</u>	A	\$ 8.2	676,353	I	By Discovery Equity Partners, L.P. <u>(1)</u>
Common Stock	04/15/2005		P		170 <u>(2)</u>	A	\$ 8.2	676,523	I	By Pleiades Investment Partners - D, L.P. <u>(2)</u>
Common Stock	04/18/2005		P		180 <u>(1)</u>	A	\$ 8.29	676,703	I	By Discovery

Edgar Filing: ELECTRONIC CLEARING HOUSE INC - Form 4

Common Stock	04/18/2005	P	20 <u>(2)</u>	A	\$ 8.29	676,723	I	Equity Partners, L.P. <u>(1)</u> By Pleiades Investment Partners - D, L.P. <u>(2)</u>
Common Stock	04/18/2005	P	2,160 <u>(1)</u>	A	\$ 8.3	678,883	I	By Discovery Equity Partners, L.P. <u>(1)</u>
Common Stock	04/18/2005	P	240 <u>(2)</u>	A	\$ 8.3	679,123	I	By Pleiades Investment Partners - D, L.P. <u>(2)</u>
Common Stock	04/18/2005	P	180 <u>(1)</u>	A	\$ 8.33	679,303	I	By Discovery Equity Partners, L.P. <u>(1)</u>
Common Stock	04/18/2005	P	20 <u>(2)</u>	A	\$ 8.33	679,323	I	By Pleiades Investment Partners - D, L.P. <u>(2)</u>

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned (Instr. 6)
				Code	V	(A) (D) Date Exercisable	Expiration Date	Title	Amount or Number of

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Discovery Group I, LLC HYATT CENTER, 24TH FLOOR 71 SOUTH WACKER CHICAGO, IL 60606		X		
Murphy Michael R HYATT CENTER, 24TH FLOOR 71 SOUTH WACKER CHICAGO, IL 60606		X		
Donoghue Daniel J HYATT CENTER, 24TH FLOOR 71 SOUTH WACKER CHICAGO, IL 60606		X		

Signatures

Michael R. Murphy, Managing Member	04/19/2005
<u> </u> **Signature of Reporting Person	Date
Michael R. Murphy	04/19/2005
<u> </u> **Signature of Reporting Person	Date
Daniel J. Donoghue	04/19/2005
<u> </u> **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) Discovery Group I, LLC is the general partner for the limited partnership, which is a discretionary client of the reporting person, that owns the reported securities. The reporting person disclaims beneficial ownership of the reported securities except to the extent of its pecuniary interest therein.
 - (2) Discovery Group I, LLC is an investment manager of the limited partnership, which is a discretionary client of the reporting person, that owns the reported securities. The reporting person disclaims beneficial ownership of the reported securities except to the extent of its pecuniary interest therein.

Remarks:

Michael R. Murphy and Daniel J. Donoghue are managing members of Discovery Group I, LLC, and each disclaims beneficial ownership of the reported securities.

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.