

ELECTRONIC CLEARING HOUSE INC
 Form 4
 April 11, 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)
 04/07/2005

___ 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)
 X Form filed by One Reporting Person
 ___ 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 or Disposed of (A) or (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 | 04/07/2005 | | P | 9,000 (1) A \$ 8.35 | 659,188 | I | By Discovery Equity Partners, L.P. (1) |
| Common Stock | 04/07/2005 | | P | 1,000 (2) A \$ 8.35 | 660,188 | I | By Pleiades Investment Partners - D, L.P. (2) |
| Common Stock | 04/07/2005 | | P | 270 (1) A \$ 8.37 | 660,458 | I | By Discovery |

| | | | | | | | | |
|--------------|------------|---|----------------------|---|---------|---------|---|--|
| Common Stock | 04/07/2005 | P | 30 ⁽²⁾ | A | \$ 8.37 | 660,488 | I | Equity Partners, L.P. ⁽¹⁾ By Pleiades Investment Partners - D, L.P. ⁽²⁾ |
| Common Stock | 04/07/2005 | P | 3,420 ⁽¹⁾ | A | \$ 8.38 | 663,908 | I | By Discovery Equity Partners, L.P. ⁽¹⁾ |
| Common Stock | 04/07/2005 | P | 380 ⁽²⁾ | A | \$ 8.38 | 664,288 | I | By Pleiades Investment Partners - D, L.P. ⁽²⁾ |
| Common Stock | 04/07/2005 | P | 1,530 ⁽¹⁾ | A | \$ 8.39 | 665,818 | I | By Discovery Equity Partners, L.P. ⁽¹⁾ |
| Common Stock | 04/07/2005 | P | 170 ⁽²⁾ | A | \$ 8.39 | 665,988 | I | By Pleiades Investment Partners - D, L.P. ⁽²⁾ |
| Common Stock | 04/07/2005 | P | 1,620 ⁽¹⁾ | A | \$ 8.4 | 667,608 | I | By Discovery Equity Partners, L.P. ⁽¹⁾ |
| Common Stock | 04/07/2005 | P | 180 ⁽²⁾ | A | \$ 8.4 | 667,788 | I | By Pleiades Investment Partners - D, L.P. ⁽²⁾ |

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 | 2. Conversion or Exercise | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any | 4. Transaction Code | 5. Number of | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying | 8. Price of Derivative Security | 9. Nu Deriv Secur |
|---------------------------------|---------------------------|--------------------------------------|-----------------------------------|---------------------|--------------|--|-----------------------------------|---------------------------------|-------------------|
|---------------------------------|---------------------------|--------------------------------------|-----------------------------------|---------------------|--------------|--|-----------------------------------|---------------------------------|-------------------|

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| (Instr. 3) | Price of Derivative Security | (Month/Day/Year) | (Instr. 8) | Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | Securities (Instr. 3 and 4) | (Instr. 5) | Bene- ficial Own- er Follo- w- ing Repo- siti- on (Instr. | | | |
|------------|------------------------------------|------------------|------------|---|--------------------------------|------------|---|--------------------|-------|--|
| | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |

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

Signatures

Michael R. Murphy, Managing
Member

04/11/2005

__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).

The reporting person is the general partner of the limited partnership, which is a discretionary client of the reporting person, that owns the
(1) reported securities. The reporting person disclaims beneficial ownership of the reported securities except to the extent of its pecuniary interest therein.

The reporting person is an investment manager for the limited partnership, which is a discretionary client of the reporting person, that
(2) owns the reported securities. The reporting person disclaims beneficial ownership of the reported securities except to the extent of its pecuniary interest therein.

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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