

ELECTRONIC CLEARING HOUSE INC  
 Form 4  
 May 14, 2007

**FORM 4**

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

OMB APPROVAL

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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)  
 191 N. WACKER DRIVE SUITE 1685,  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 05/10/2007

\_\_\_\_ Director  
 \_\_\_\_ Officer (give title below)  
 10% Owner  
 \_\_\_\_ Other (specify below)

CHICAGO, IL 60606

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

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

(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 Ownership (Instr. 4)		
			Code	V	Amount (A) or (D) Price				
Common Stock	05/10/2007		P		22,500 (1)	A	\$ 12.3488 898,746	I	Discovery Equity Partners, L.P. (1)
Common Stock	05/10/2007		P		2,500 (2)	A	\$ 12.3488 901,246	I	Pleiades Investment Partners - D, L.P. (2)
Common Stock	05/11/2007		P		6,118 (1)	A	\$ 12.4202 907,364	I	Discovery Equity Partners,

Security	Date	Code	Quantity	Type	Price	Value	Category	Entity
Common Stock	05/11/2007	P	680 <sup>(2)</sup>	A	\$ 12.4202	908,044	I	Pleiades Investment Partners, L.P. <sup>(2)</sup>
Common Stock	05/14/2007	P	11,882 <sup>(1)</sup>	A	\$ 12.4286	919,926	I	Discovery Equity Partners, L.P. <sup>(1)</sup>
Common Stock	05/14/2007	P	1,320 <sup>(2)</sup>	A	\$ 12.4286	921,246	I	Pleiades Investment Partners - D, L.P. <sup>(2)</sup>

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

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(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 Owned Following Transaction (Instr. 5)
				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 191 N. WACKER DRIVE SUITE 1685 CHICAGO, IL 60606		X		
Donoghue Daniel J C/O DISCOVERY GROUP I, LLC		X		

191 N. WACKER DRIVE SUITE 1685  
CHICAGO, IL 60606

Murphy Michael R  
C/O DISCOVERY GROUP I, LLC  
191 N. WACKER DRIVE SUITE 1685  
CHICAGO, IL 60606

X

## Signatures

Michael R. Murphy, Managing  
Director

05/14/2007

\_\_Signature of Reporting Person

Date

Daniel J. Donoghue

05/14/2007

\_\_Signature of Reporting Person

Date

Michael R. Murphy

05/14/2007

\_\_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).

Discovery Group I, LLC is the General Partner of Discovery Equity Partners, L.P., which is a discretionary client of the reporting person,  
(1) that owns the reported securities. The reporting person disclaims beneficial ownership of the reported securities except to the extent of its pecuniary interest therein.

Discovery Group I, LLC is an investment manager for Pleiades Investment Partners - D, L.P., which is a discretionary client of the  
(2) 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.

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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