

Donoghue Daniel J  
 Form 4  
 May 10, 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)  
 05/09/2005

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

HYATT CENTER, 24TH FLOOR, 71 SOUTH WACKER DRIVE

(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  
 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 Ownership (Instr. 4)
			Code	V	Amount		
					(A) or (D)		
					Price		
Common Stock	05/09/2005		P		90 <sup>(1)</sup>	A	By Discovery Equity Partners, L.P. <sup>(1)</sup>
					\$ 7.63	688,063	I
Common Stock	05/09/2005		P		10 <sup>(2)</sup>	A	By Pleiades Investment Partners - D, L.P. <sup>(2)</sup>
					\$ 7.63	688,073	I
	05/09/2005		P			A	
						690,953	I

Edgar Filing: Donoghue Daniel J - Form 4

Common Stock			2,880 <u>(1)</u>		\$				By Discovery Equity Partners, L.P. <u>(1)</u>
Common Stock	05/09/2005	P	320 <u>(2)</u>	A	\$	7.64	691,273	I	By Pleiades Investment Partners - D, L.P. <u>(2)</u>
Common Stock	05/09/2005	P	450 <u>(1)</u>	A	\$	7.65	691,723	I	By Discovery Equity Partners, L.P. <u>(1)</u>
Common Stock	05/09/2005	P	50 <u>(2)</u>	A	\$	7.65	691,773	I	By Pleiades Investment Partners - D, L.P. <u>(2)</u>
Common Stock	05/09/2005	P	1,080 <u>(1)</u>	A	\$	7.7	692,853	I	By Discovery Equity Partners, L.P. <u>(1)</u>
Common Stock	05/09/2005	P	120 <u>(2)</u>	A	\$	7.7	692,973	I	By Pleiades Investment Partners - D, L.P. <u>(2)</u>
Common Stock	05/10/2005	P	9,000 <u>(1)</u>	A	\$	7.5	701,973	I	By Discovery Equity Partners, L.P. <u>(1)</u>
Common Stock	05/10/2005	P	1,000 <u>(2)</u>	A	\$	7.5	702,973	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)

## Edgar Filing: Donoghue Daniel J - Form 4

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. 6)
--	--	--------------------------------------	--	--------------------------------	---	--	---	--	---

## Reporting Owners

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

## Signatures

/s/ Michael R. Murphy, Managing Member	05/10/2005
__Signature of Reporting Person	Date
/s/ Michael R. Murphy	05/10/2005
__Signature of Reporting Person	Date
/s/ Daniel J. Donoghue	05/10/2005
__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).
- (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

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.