

ELECTRONIC CLEARING HOUSE INC

Form 4

March 28, 2005

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB  
Number: 3235-0287Expires: January 31,  
2005Estimated average  
burden hours per  
response... 0.5Check 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 \*  
CHEUNG ALICE L

(Last) (First) (Middle)

C/O ELECTRONIC CLEARING  
HOUSE, INC., 730 PASEO  
CAMARILLO

(Street)

CAMARILLO, CA 93010

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading  
Symbol  
ELECTRONIC CLEARING  
HOUSE INC [ECHO]3. Date of Earliest Transaction  
(Month/Day/Year)  
03/24/20054. If Amendment, Date Original  
Filed(Month/Day/Year)5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

☐ Director ☐ 10% Owner  
☒ Officer (give title below) ☐ Other (specify  
below)  
CFO and Treasurer6. Individual or Joint/Group Filing(Check  
Applicable Line)  
☒ Form filed by One Reporting Person  
☐ Form filed by More than One Reporting  
Person**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 (A) or (D) Price		
Common Stock	03/24/2005		M		100 A \$ 3.36	11,100	D
Common Stock	03/24/2005		S		100 D \$ 8.52	11,000	D
Common Stock	03/24/2005		M		500 A \$ 3.36	11,500	D
Common Stock	03/24/2005		S		500 D \$ 8.51	11,000	D
	03/24/2005		M		4,400 A	15,400	D

# Edgar Filing: ELECTRONIC CLEARING HOUSE INC - Form 4

Common					\$		
Stock					3.36		
Common	03/24/2005		S	4,400	D	\$ 8.5	11,000 D
Stock							

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. D S (I
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Options	\$ 3.36	03/24/2005		M	100	07/29/2000	07/29/2005	Common Stock	100
Options	\$ 3.36	03/24/2005		M	500	07/29/2000	07/29/2005	Common Stock	500
Options	\$ 3.36	03/24/2005		M	4,400	07/29/2000	07/29/2005	Common Stock	4,400

## Reporting Owners

### Reporting Owner Name / Address

### Relationships

Director 10% Owner Officer Other

CHEUNG ALICE L  
C/O ELECTRONIC CLEARING HOUSE, INC.  
730 PASEO CAMARILLO  
CAMARILLO, CA 93010

CFO and Treasurer

## Signatures

Alice L. Cheung 03/28/2005

\*\*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).

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.