

Murphy Michael R
Form 4
October 27, 2006

FORM 4

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

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

OMB APPROVAL

OMB
Number: 3235-0287
Expires: January 31,
2005
Estimated average
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(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)
10/25/2006

____ Director ____X____ 10% Owner
____ Officer (give title below) ____ 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
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)
				(A) or (D)			
			Code	V	Amount		Price
Common Stock	10/25/2006		P		2,125 (1)	A	\$ 11.8548
					780,144	I	
Common Stock	10/25/2006		P		375 (2)	A	\$ 11.8548
					780,519	I	
	10/26/2006		P		85 (1)	A	\$ 11.94
					780,604	I	

By
Discovery
Equity
Partners,
L.P. (1)

By Pleiades
Investment
Partners -
D, L.P. (2)

Common
StockBy
Discovery
Equity
Partners,
L.P. ⁽¹⁾Common
Stock

10/26/2006

P

15 ⁽²⁾

A

\$ 11.94

780,619

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.

**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. Nu Deriv Secur Bene Own Follo Repor Trans (Instr
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Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Code	V	(A)	(D)

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

Donoghue Daniel J
C/O DISCOVERY GROUP I, LLC
HYATT CENTER, 24TH FL, 71 SOUTH WACKER
CHICAGO, IL 60606

X

X

Murphy Michael R
C/O DISCOVERY GROUP I, LLC
HYATT CENTER, 24TH FL, 71 SOUTH WACKER
CHICAGO, IL 60606

Signatures

Michael R. Murphy, Managing Director	10/27/2006
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<u> </u> **Signature of Reporting Person	Date
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Daniel J. Donoghue	10/27/2006
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<u> </u> **Signature of Reporting Person	Date
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Michael R. Murphy	10/27/2006
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<u> </u> **Signature of Reporting Person	Date
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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 of the Discovery Equity Partners, L.P., 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 for Pleiades Investment Partners - D, L.P., 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.

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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