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Subject: Reg I I - Debit card Interchange

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Comments:

Date: Feb 20, 2011

Proposal: Regulation II - Debit Card Interchange Fees and Routing  
Document ID: R-1404  
Document Version: 1  
Release Date: 12/16/2010  
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Members of the Fed committee. I am a consumer and a user of debit cards. As a consumer I get to enjoy all the benefits and rewards without any fees. And I am thankful that my bank can provide this for me without any fees. This recent regulation of limiting interchange fees that banks charge can have a great negative impact on consumers like myself. I would like to present five points for your reconsideration of this matter. First: If retailers don't want to pay this fee they should STOP accepting debit cards, no one forcing them to accept it. If all retailers stop accepting debit cards, no one will pay interchange fees. If my favorite store or restaurant did not accept debit cards, I would be more than happy to pay cash or write them a check. Second: Any cost savings that retailers get from lower interchange fee will never pass down to us consumers. Which retailer you know of offers cash back rewards to their clients. At least the banks that charge these fees, give more than half of it back to their clients as cash back rewards. Retailers will do everything they can to keep their prices the same or higher. Why don't you require all retailers to lower all their prices by 1% as well. Third: Major retailers I know, issue their own debit/credit cards. I am sure they get to keep some of these fees from the transaction their clients do in that store and other locations. They don't realize it but they will see a negative impact because of this reform. Fourth: Let the market decide what the fee should be. We believe in a free market economy in this country, so let the market decide. There are great number of banks and credit card companies. We have a competitive market. The fees that retailers are charging are going up because more consumers are using cards. Fifth: Any regulation would have a negative impact on free banking. I have enjoyed free banking without any minimums for many years, and a debit card without any transactions fees. I believe any change will end this. As a consumer, I urge the Board to reconsider imposing any reform on interchange fees. This regulation is truly bad for consumers. Especially in

this economy.