

From: Edward Rehr
Subject: Electronic Fund Transfers

Comments:

To Whom It May Concern,

I am writing to you to give a valid example of why we as consumers need an opt-in program. The image attached will show that I was charged \$35.00 for a \$0.99 charge to my account! A new song from Itunes now cost me \$35.99 and all because my deposit to my account was a day late. I also ended up paying \$50.00 to fuel my vehicle even though I only put in \$15.00.

The essence of my e-mail is to convince you that the opt-in program is needed or a massive rate reduction needs to be in place. I, as a consumer and customer, believe it is in "our" best interest to be allowed to have the choice to have my charges paid or not. I believe that if the banks think this is such a great "customer service" then they should advertise it as such and make us want to sign up for it. I also feel that these fees will help the economy. Its estimated that close to 7.8 Billion was taken in fees last year. Thats 7.8 billion out of consumers hands that could have been used on a multitude of essential items and/or services.

I feel a good senario for this "customer service" is if you walked into a costco; signed up for a membership, was told of a "Service" that helped you with your shopping if you needed, and had no option to say no. You decide one day that you need to use the "service" and you choose to do so. When you get to the checkout line they cash you out and all is well. Then when you arrive at the door they tell you that the service only included 10 items (starting with the highest priced items first) the remaining items will be charged a \$35.00 fee, unless of course you come back before end of the business day and pick up the remaining items from the front door. If you do not, then you will be charged to hold onto those items until you come pick them up.

Thank you for your time and as an American and a consumer I hope that you can help us use the banking system and not be imprisoned to it.

Thank you,
Edward Rehr