

Jennifer J. Johnson
Secretary
Board of Governors of the Federal Reserve System
20th Street and Constitution Avenue, NW.
Washington, DC 20551

Re: Docket No. R-1404 and RIN No. 7100 AD63

February 15th, 2011

Board of Governors of the Federal Reserve System,

I recently heard and read about changes that may occur regarding debit card transactions and fees that may apply. I wanted to express my concern on this issue since I am a consumer and rely on my debit card on a daily basis. I understand this proposed law will impose fees on issuers of debit cards, major credit card companies and/or banks, credit unions, etc. Retailers may have more profits and I can see how that would improve our economy if the government is able to tax them on their sales, but where does that leave us the consumer. I can only see this affect us the average worker/consumer in the long run with fees we are not used to, or cause more costs to the retailer or losses.

As a consumer I am of course concerned about our economy and the state of which it is in but this new rule as I see it will result in fees to my bank and in turn the bank will then assess these fees to the customer. I have for years had this free service from my bank and because of economic times we are being presented with I cannot afford to pay additional fees in which I was not accustomed to.

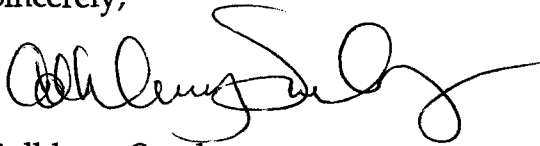
Furthermore banks may reduce or eliminate many other free services they currently offer, that will affect me in many ways. If this occurs where banks will start charging for debit card or account fees start applying I may have to resort to paying in cash or checks. This only means that more employees will be needed for store operators and clerks and will be faced with increased security threats by having so much cash on hand. An increase in processing expenses will jump up as well with the processing of checks and cash that will now need to handle.

Finally, transactions when the card is present, merchants are guaranteed payment and the issuer suffers the loss in the event there are no funds or a valid account. In contrast, checks may be returned unpayable and merchants suffer the loss. None of the so called

benefits of this cost transfer from the merchants to the banks will be passed on to the consumer by the merchants. This cost will inevitably be passed on to the consumer.

Thank you again for the opportunity of allowing the public to comment on this issue, I only hope that this is taken into consideration and not placed to the side with other letters.

Sincerely,

A handwritten signature in black ink, appearing to read 'Adhlemmy Sanchez', with a stylized, flowing script.

Adhlemmy Sanchez