

From: Adam E. Bloomston
Subject: Reg I I - Debit card Interchange

Comments:

Date: Feb 03, 2011

Proposal: Regulation II - Debit Card Interchange Fees and Routing
Document ID: R-1404
Document Version: 1
Release Date: 12/16/2010
Name: adam e bloomston
Affiliation:
Category of Affiliation: Other
Address:
City:
State:
Country:
Zip:
PostalCode:

Comments:

The Durbin Amendment has not been thought through properly. The proposal was obviously made by people who do not even understand the repercussions of its action. Much more research needs to be done before making any decisions. Capping Signature debit transactions at \$.12 does not even address the issue at hand. The cap will destroy the issuing side of the industry as it will not be able to afford to process the transaction itself, much less create enough profit to support a business model. The cap will also have a crippling ripple effect that will spill into many parts of the Electronic Payments landscape. This will ultimately cost this country more jobs and create higher unemployment rates as companies will no longer be able to keep their doors open if this proposal is put into place. And, all of this for whom? The customer? I think not. There is no way the merchant lowers their prices and passes this savings along to the customer. There are some parts to the amendment that make sense and will work. But the \$.12 cap is a debilitating blow to an industry that might only need a slight correction.