From: Christopher Jordan

Subject: Reg I I - Debit card Interchange

Comments:

February 18, 2011

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

Dear Jennifer Johnson:

My reasons why the Interchange Rule is a bad deal.

1. The government should always resist in the most strongest terms the urge to manipulate market prices of anything.

2. This amendment was inserted at the last minute with limited evaluation as to it's impact on community banks and their customers.

3. It is being driven by the Wal-Marts of the world, who say that they will pass along savings to the customers. My guess is that if Wal-Mart saves ten cents that maybe the customer might see a one cent savings in their purchase.

4. The financial industry (pariticularly banks in the begininning) built the infrastructure to accomodate debit and atm transactions. This was a benefit to all (banks, customer, merchants), it lowered transaction costs for merchants and banks, it was more convenient for customers. Merchants also benefitted from less risk on their part in the transaction. Why should the banking industry not be compensated for building that system ? Why should anyone other than the banking industry be able to set what the price should be ?

Sincerely,

Christopher Jordan