

From: Circle M Country, David J. Moran
Subject: Reg I I - Debit card Interchange

Comments:

Date: Jan 24, 2011

Proposal: Regulation II - Debit Card Interchange Fees and Routing

Document ID: R-1404

Document Version: 1

Release Date: 12/16/2010

Name: David J Moran

Affiliation: Circle M Country

Category of Affiliation: Commercial

Address:

City:

State:

Country:

Zip:

PostalCode:

Comments:

I am writing with regard to the proposal to cap debit card swipe fees. It is frustrating as a merchant that we were all but forced to purchase a pin pad to accept debit cards. We were told it would reduce the fees charged when accepting the debit cards if they used their pin to make the transaction. Banks and Credit Unions, encourage customers to use their debit cards as a credit card so the customer can earn rewards. By using a debit card as a reqards credit card, we are charge much higher rates to accept the debit card. This is increases our cost of doing business in an unfair way, while giving the banking industry the opportunity to reap bigger profits at the expense of merchants. The cap on debit cards should correct the unfair method of using the cards promoted by banks and credit unions so that they may profit from high interchange and service fees associated with accepting a debit as a credit card.