

From: Kusi Ohemeng
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Name: Kusi Ohemeng

Affiliation:

Category of Affiliation:

Address:

City:

State:

Country:

Zip:

PostalCode:

Comments:

They say this law is being enacted to benefit consumers, however, it hasn't been made clear, in any sense, how consumers are going to benefit from this. The reality is this will shift money from Issuers to the bottom line of merchants, and consumers will not see a dime. Instead consumers will be faced with new fees to mitigate the \$14 billion loss to issuers, which means we lose on both ends: no changes to prices at the point-of-sale and new fees from the bank. The only constituent that doesn't benefit is the one the law was intended to help. Unless merchants are required by law to lower prices, this will end up being one of the worst laws ever. This is a typical example of government not thinking through an issue before enacting legislation. Why stop with the payment networks? If we are that interested in ensuring consumers pay a fair price for goods and services, then let's establish an agency that sets prices for EVERY business in the country.