

Andres Alvarenga

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 15, 2011

Board of Governors of the Federal Reserve System,

I'd like to thank you for the opportunity to comment on the Federal Reserve System's proposed "Debit Card Interchange Fees and Routing" rule.

For many years I have been using a parade of free services, including debit cards, offered by all banking institutions I do business with. The proposed ruling, if implemented, may force the banks to eliminate all free services and replace them with fee based products. This will hurt the consumers.

Retailers stand to rake in an additional \$15 billion in revenue. Do you think any of that will trickle down to the consumer? I do not. The rule puts no requirements on the retailer to pass along one cent of this money to customer. Meanwhile, banks will lose money on debit interchange transactions and will be forced to compensate by increasing fees for deposit customers.

This government imposed price control will affect banks ability to fund the free programs they provide to customers. This action is a direct attack on consumer use, since the debit card is a fundamental part of buying products and services. Our institution will lose significant income, making the debit card program unprofitable. This will result in elimination of debit cards by some banks, or a charge directly to the consumer per transaction, or a monthly fee, or at most both.

I am asking you to please stop this negative rule.

Sincerely,

Andres Alvarenga