



Feb 03, 2011

John Morgan

President

Artesian Laboratories, Inc.

224 Capitol Street

Charleston, WV 25301

Secretary Jennifer Johnson
Board of Governors of the Federal Reserve System
20th Street and Constitution Avenue NW
Washington, DC 20551

Dear Secretary Johnson-

Having been in business thirty-five years, I have paid my fair share of swipe fees and then some. Even though only about ten percent of my total sales are credit or debit card swipe purchases, it still adds up over time. The Federal Reserve rule and Durbin's Amendment will level the playing field, so to speak, and will be very good for not only businesses, but for consumers as well.

We would be able to funnel the savings that would be generated by the twelve cent rate cap back into our business. Debit purchases are always my smaller ticket items, with most in the one hundred to two hundred dollar range. However, it would not take long before we would see a difference in our bottom line and be able to adjust and put these saving back into our business.

We are a chemical company that specializes in water treatment and water management services. Obviously, the need for our business will only grow in the coming years. This swipe fee cap will enable us to grow and needs to be kept intact when the ruling is set to go into effect in June of this year.

Thank you for your service,

John Morgan

A handwritten signature in black ink, appearing to be "John Morgan", is written over the printed name. The signature is fluid and cursive, with a large, sweeping flourish at the end.

Post Office Box 3718 • Charleston, WV 25337 • (304) 343-4763