

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,

Recently, I have been reading a lot in the news & on the Internet about Debit Card Interchange Fees, & I am concerned.

I am both a consumer & a small business owner, however I do not see how these new regulations will benefit myself or my business.

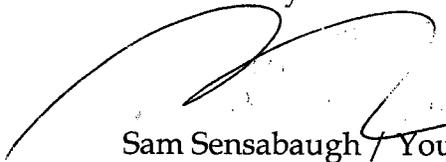
As a consumer, I, currently, can use my Debit Card without incurring any fees. However, if the Banks lose money because of this new regulation, it is certain that they will have to charge a monthly fee or per item charge for Debit Card usage. It is bad enough that most banks are eliminating their Free Checking products because of other regulations that have been imposed on the Banking industry. I do not want to lose my free Debit Card usage as well.

As a very small business owner I am concerned that I will be burdened with heavier record-keeping and more costly fraud prevention expenses as it relates to processing Debit Card transactions.

Oftentimes, Governments think they know what is best for the people. More often than not, the people they aimed to protect are hurt the most. Struggling consumers having to pay fees for services that were once free is appalling & unappealing.

In fact, the only entities that will truly benefit from these new regulations are the super retailers who are already doing quite well.

Thanks for your consideration.



Sam Sensabaugh / Young 88 Store