

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

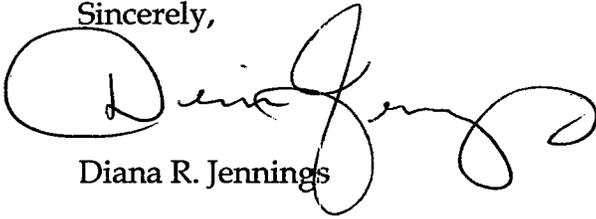
February 15, 2011

Dear Ms. Johnson,

As a consumer, I am trying to understand why it is that you all are not more concerned about the state of our economy and the impact that the new regulations will have on the everyday consumer. I think it is crazy that banks are being forced to remove a product that has been extremely helpful to me over the years. I don't understand why if you are trying to protect the consumer you are forcing banks to start charging us for services we are use to getting for free. Why should I have to pay a \$6 or \$7 monthly fee for the maintenance of my account and why does the government get to decided what I can and choose to do with my account. This new ruling will absolutely result in new fees and charges from my bank for services that I have received free for many years. This does not seem right to me. Restricting interchange fees will force many banks to make up for lost revenue by charging for debit cards, and eliminating many free services. Who does this benefit, the retailer? What about the consumer? Are the retailers going to pass along the savings to customers? Doubtful! Meanwhile, banks, are forced to lose money on debit interchange transactions, will be forced to compensate by increasing fees for deposit customers. I don't want to be forced to pay higher fees, give up my rewards, and lose my free checking account - just so retailers can make billions in profits. To think that I will have to pay to just have or utilize a debit card is insane! Debit cards make life easier on the consumer, retailer and have a positive impact on our economy. Yet this proposed rule will affect my banks ability to fund operational costs for programs such as Free Checking and Mobile Banking. This action is a direct attack on consumer use, since the debit card has become a fundamental part of buying products and services. Banks will lose significant income, virtually 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.

Creating more fees for the consumer can't be the right thing to do. The consumer is intelligent and needs to be given more credit to the fact that they are capable of making their own decisions.

Sincerely,

A handwritten signature in black ink, appearing to read "Diana R. Jennings". The signature is fluid and cursive, with a large initial "D" and a long, sweeping tail.

Diana R. Jennings