



MEMORANDUM

TO: NRF Membership

FROM: Matt Shay

RE: **Retailers Need to Contact Congress This Week to Avoid Losing Durbin Swipe Fee Amendment**

DATE: June 14, 2010

Last month, we made tremendous progress toward debit card fee reform. The Senate overwhelmingly adopted changes in the law that would require that the fees the biggest banks and card companies charge retailers and restaurants bear a “reasonable and proportional” relationship to cost. They would no longer be able to charge you and your customers \$20 billion in fees annually just because they can.

In addition, they would no longer be able to prevent you from giving your customers a discount (or some other benefit) for using cash, check or debit rather than expensive credit cards. But unless we act now – and in a big and concerted way – all of this will be lost.

The banks and credit card companies will stop at nothing to strip these merchant- and customer-friendly provisions out of the proposed law. We have heard that one group of financial institutions has already sent thousands of messages to Congress asking that our relief be killed. NRF can’t match them without your support. We need every one of you to mobilize calls and e-mails to Congress.

[Click here](#) for a grassroots tool that is very easy to use. All you, your managers, your employees or even your customers need to do is type in their zip code and it automatically generates a brief note of support for them to send to Congress. Senders can add to the note if they wish.

It’s that simple.

Congress needs to hear from every one of you. The conference committee negotiating the final version of the bill will wrap up its work next week. Unless we all speak up now, a golden opportunity may be lost.