

CLIENT: Merchant Payments Coalition
TITLE: "Grinch" (:60 Radio)
DATE: January 2, 2007

SFX	AUDIO
<p><i>Light, whimsical music under throughout.</i></p>	<p>FEMALE AVO:</p> <p>I don't know about you, but <i>I</i> grew up believing that if anyone stole Christmas it was the Grinch.</p> <p>You know, the green guy with the heart three sizes too small.</p> <p>But it turns out the credit card companies stole Christmas by taking a bite out of every present you bought with their cards.</p> <p>See, in addition to late fees and other charges you know about, Visa and MasterCard also hit folks with interchange fees. And interchange is the biggest credit card fee you've never heard of.</p> <p>In fact, in 2005, Americans paid more than \$30 billion in interchange fees—about <i>twice</i> what we paid in late fees! And what's more, the credit card companies don't want you to know about it.</p> <p>So while Visa and MasterCard fix their fees in secret, the rest of us keep giving our hard-earned money to the credit card companies...and their hearts <i>definitely</i> haven't grown three sizes this holiday season!</p> <p>To learn more, please visit www.UnfairCreditCardFees.com.</p>