



You Just Lost A Customer

This is to inform you that I will no longer be patronizing your business for the foreseeable future. Your company has chosen either not to adopt or outright **block** Apple's new secure payment system Apple Pay for the iPhone 6 and 6 Plus. Instead, your company has entered into a consortium with other merchants to promote a less-secure, less convenient system called CurrentC, due to be launched sometime in 2015. CurrentC is inferior to Apple Pay for a number of reasons, but primarily because CurrentC focuses on benefits to the **merchant**, and not me, the customer. If I have to choose between padding your corporate coffers (thanks to reduced or non-existent credit card fees) or the secure, safe and easy transactions of Apple Pay, I choose Apple Pay every time.

I encourage you to forward this notice up the corporate chain to let those in charge know that I and others like me will be taking our money to businesses such as your competitors that actually support Apple Pay until such time as it is accepted at your chain of stores.

Thanks and have a nice day.

* These opinions are my own. Apple, Inc. is not responsible for the contents of this flyer