

AMEX:

IF I HAD MY OWN CREDIT CARD COMPANY... I'D BE UPFRONT WITH
PEOPLE... TELL THEM ALL THE RULES UPFRONT... AND THEN... NOT
CHANGE THE
RULES LATER...

I'D GET RID OF ALL THOSE FEES... LATE FEES, ANNUAL FEES, OVER THE
LIMIT FEES...

HIDDEN FEES... I WOULDN'T HAVE HIDDEN FEES. THAT'S JUST SORT
OF CREEPY...

IT JUST COMES DOWN TO TREATING PEOPLE WITH RESPECT... HOW
ABOUT
SOMETHING LIKE THAT?