

FIRST FINANCIAL BANKSHARES

VIA E-MAIL

December 11, 2006

F. Scott Dueser
President and
Chief Executive Officer

Nancy M. Morris
Secretary
Securities and Exchange Commission
Station Place
100 F Street, NE
Washington, DC 20549-1090

Re: SR-NASDAQ-2006-040

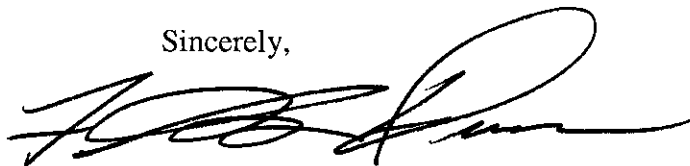
Dear Ms. Morris:

On behalf of First Financial Bankshares, Inc., a NASDAQ listed company, I wish to voice our opposition to NASDAQ's proposed rule change that includes an unwanted bundling of new services and a substantial increase in our annual fees. We believe NASDAQ's plan to charge all of its listed companies for extra services, whether we wish to use them or not, is somewhat anti-competitive. We are pleased to be listed on NASDAQ and value our relationship with them, but we prefer to maintain the right to choose which vendors we want to use for distribution of press releases, webcast services, EDGAR filings and other services, without being forced to pay extra fees to NASDAQ. With this proposed rule change, we believe NASDAQ is unfairly using its leverage to charge additional fees to its listed companies and to interfere with our selection of investor relations vendor services.

We respectfully request the Securities and Exchange Commission to support freedom of choice in the marketplace by disapproving the proposed rule change from NASDAQ.

Thank you for your consideration.

Sincerely,



F. Scott Dueser
President and
Chief Executive Officer

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