

November 24, 2006

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

Re: File Number SR-NASDAQ-2006-040

Dear Ms. Morris;

Shore Financial Corporation is a listed company on the Nasdaq National Market exchange. We have enjoyed our public company status since 1996. During that time we have had the freedom to choose our provider of information services for dissemination of information to the investment community and the broader markets. By this letter we would like to register our opposition to the above referenced proposal.

We believe that it is bad policy to force companies who are listed with a particular exchange to be captive to information services provided by that exchange. Each public company should be able to disseminate information regarding their company in a manner that is in compliance with SEC regulations, yet is open to competitive forces that encourage enhancement, flexibility, and pricing that meet the needs of each user.

If the proposal is simply about a fee increase, then that should be so stated and considered by the commission. However, as proposed, it seems unfair and counter to open market standards to make members captive for one particular product that should be available from multiple sources.

Sincerely,

Scott C. Harvard
President/CEO
Shore Financial Corporation