

State Senator  
**Don White**  
41st Senatorial District

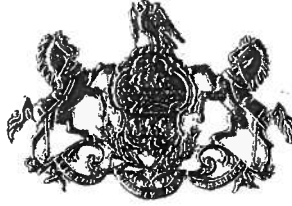
DEC 17 2010

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**Senate of Pennsylvania**

December 17, 2010

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TO: All Senators

FR: Senator Don White *DCW*

RE: Co-sponsorship: Consumer claims—increase awards

I plan to re-introduce legislation (Senate Bill 1247 from last session) which would amend the Unfair Trade Practices and Consumer Protection Law (UTPCPL) to increase awards from \$100 to \$500 for certain consumer claims.

Under the current statute, remedies are provided to consumers who take action against a business or entity for unfair trade practices, i.e. a retailer misrepresenting prices. This bill would amend Section 2 of the UTPCPL which provides that a person who has purchased or leased goods or services primarily for personal, family or household purposes, and who thereby suffers any loss of money or property as a result of an unfair trade practice may bring a private action to recover actual damages of \$100, whichever is greater. My proposed legislation would increase the minimal damages from \$100 to \$500.

The current law was originally enacted in 1968 and, although amended in 1996, the monetary amount has been the same for 40 years. One hundred dollars does not hold the same value or impact today that it did in 1968. As a result, individuals may not be willing to take an action because it is not worth their time or trouble, which can ultimately leave consumers unprotected and offenders unpunished.

Cosponsors last session were: D. WHITE, RAFFERTY, WASHINGTON, TARTAGLIONE, M. WHITE, LEACH, FERLO, O'PAKE, WAUGH, LOGAN, STACK and WARD.

If you would like to cosponsor this bill, please contact Anne Achenbach at [aachenbach@pasen.gov](mailto:aachenbach@pasen.gov) or call 7-8724.

DCW/ama