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M E M O R A N D U M

TO: All House Members

FROM: Representative Dan Moul

DATE: March 23, 2011

SUBJECT: **Additional Consumer Protections Legislation – Previous HB 2091**

I am writing to invite you to join me in cosponsoring legislation which I plan to re-introduce that would amend the Unfair Trade Practices and Consumer Protection Law to declare additional actions as unlawful unfair trade practices. My legislation would prohibit businesses from deceptively not mentioning all costs associated with a product.

Some businesses engage in deceptive advertising by using promotional prices that do not include all costs associated with goods or services. Once consumers purchase the goods or services, they only then find out that there are additional costs. My bill would require advertisers to put the total cost of the goods or services including related taxes and fees, in the same type font and size as the promotional price, as well as mention the regular (non-promotional) price of the good or service.

My bill would also require any charges billed to a customer associated with a good or service to be explicitly and clearly provided in writing at least sixty days prior to the billing, so that consumers are given proper notice of costs such as surcharges. Finally, it would require contracted services to explicitly and clearly specify all costs associated with the service on the front page of the contract.

In this time when people are struggling to balance their personal budget and feel compelled to cut costs, it is essential for them to know all charges associated with the goods and services they purchase. This bill would make it easier for constituents to acquire that knowledge.

Please join me in cosponsoring this legislation that clearly addresses and discourages trade practices that are harmful to constituents. If you are interested in adding your name to this effort, please contact Suzette Beemer at sbeemer@pahousegop.com. Thank you.