

2017 -- H 5225

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STATE OF RHODE ISLAND

IN GENERAL ASSEMBLY

JANUARY SESSION, A.D. 2017

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A N A C T

RELATING TO COMMERCIAL LAW--GENERAL REGULATORY PROVISIONS --  
UNFAIR SALES PRACTICES

Introduced By: Representatives Lima, Ajello, Messier, O'Grady, and Costantino

Date Introduced: January 26, 2017

Referred To: House Corporations

It is enacted by the General Assembly as follows:

1 SECTION 1. Section 6-13-11 of the General Laws in Chapter 6-13 entitled "Unfair Sales  
2 Practices" is hereby amended to read as follows:

3 **6-13-11. Discount price advertisement.**

4 It shall be unlawful to use, communicate, or publish any advertisement that states that an  
5 item or product is being sold or offered for sale at below the regular price or at a percentage off  
6 the regular price without posting the regular price at the point of purchase. The regular price for  
7 the purposes of this section is that price which the item sold for ninety (90) days preceding the  
8 sale date. Provided, however, that the ninety (90) day requirement shall not apply to lumber and  
9 building materials; groceries and/or perishable items; seasonal and catalogue items; telephones,  
10 sales by motor vehicle dealers, commercial mobile radio services (CRMS) and equipment as  
11 defined by 47 USC 332(d) and other related mobile service products. Whenever an item or  
12 product is advertised for sale at below the regular price or at a percentage off the regular price,  
13 the advertisement shall clearly state whether there is an additional charge for equipment or  
14 services that are reasonably necessary for the proper use of the product. Any person, firm, or  
15 corporation who or that shall violate the provisions of this section shall be punished by a fine of  
16 not more than five hundred dollars (\$500).

1 SECTION 2. This act shall take effect upon passage.

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EXPLANATION  
BY THE LEGISLATIVE COUNCIL  
OF

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RELATING TO COMMERCIAL LAW--GENERAL REGULATORY PROVISIONS --  
UNFAIR SALES PRACTICES

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- 1           This act would define the term "regular price" for purposes of the law regulating discount
- 2 price advertisements.
- 3           This act would take effect upon passage.

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