

1827

2009-2010 Regular Sessions

I N S E N A T E

February 9, 2009

Introduced by Sen. KLEIN -- read twice and ordered printed, and when
printed to be committed to the Committee on Consumer Protection

AN ACT to amend the general business law, in relation to mail-order or
telephone-order of movies

THE PEOPLE OF THE STATE OF NEW YORK, REPRESENTED IN SENATE AND ASSEM-
BLY, DO ENACT AS FOLLOWS:

1 Section 1. Subdivision 3 of section 396-m of the general business law
2 is amended by adding a new paragraph k to read as follows:
3 K. ADVERTISE UNLIMITED RENTALS TO NEW YORK STATE CONSUMERS OF MOVIES
4 IF THE CUSTOMER WILL BE PENALIZED FOR HEAVY USAGE OF THE RENTAL SERVICE
5 BY THE IMPOSITION OF INTENTIONAL DISADVANTAGES IN THE ALLOCATIONS OF THE
6 RENTAL SERVICE BY THE SELLER INCLUDING BUT NOT LIMITED TO LONGER WAIT
7 TIMES, SLOWER PROCESSING OR SHIPPING DELAYS. ANY SUCH CONDITIONS TO BE
8 IMPOSED UPON A CUSTOMER FOR THE USAGE OF AN UNLIMITED MOVIE RENTAL
9 SERVICE MUST BE CLEARLY AND LEGIBLY DISCLOSED ON ANY PROMOTIONAL MATERI-
10 AL DISTRIBUTED IN THIS STATE.
11 S 2. This act shall take effect immediately.

EXPLANATION--Matter in ITALICS (underscored) is new; matter in brackets
[] is old law to be omitted.

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