STATE OF NEW YORK

4259

2019-2020 Regular Sessions

IN ASSEMBLY

February 1, 2019

Introduced by M. of A. DenDEKKER, SEAWRIGHT -- read once and referred to the Committee on Consumer Affairs and Protection

AN ACT to amend the general business law, in relation to requiring that advertisements which include a discount or rebate in the advertised price also include the actual selling price prior to any deductions in the same font and size

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

Section 1. Subdivision 3 of section 350-a of the general business law, as added by chapter 107 of the laws of 1994, is amended to read as follows:

3. It shall constitute false advertising to display or announce, in print or broadcast advertising, the price of an item after deduction of a rebate unless the actual selling price is displayed or announced, and clear and conspicuous notice is given in the advertisement that a mail-in rebate is required to achieve the lower net price. **All print advertisements shall include in the advertisement the actual selling price of the item being advertised prior to the deduction of any rebate, credit, or other discount. The actual selling price of the item being advertised shall be printed in the same font and in the same size text as the discounted price.**

§ 2. This act shall take effect immediately.

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

LBD07795-01-9