

Department of Planning and Budget 2008 Fiscal Impact Statement

1. Bill Number: HB1545

House of Origin	<u>X</u>	Introduced	<u> </u>	Substitute	<u> </u>	Engrossed
Second House	<u> </u>	In Committee	<u> </u>	Substitute	<u> </u>	Enrolled

2. Patron: Alexander

3. Committee: Commerce and Labor

4. Title: **Consumer Protection Act; advertising at price after rebate**

5. Summary: The bill makes it a prohibited practice under the Virginia Consumer Protection Act to advertise goods for sale in manner that would lead a reasonable person to conclude that the price of the goods is the ultimate price paid by the purchaser after the purchaser redeems the manufacturer's rebate offered for the advertised goods. The practice would not be prohibited if the supplier provides the amount of the manufacturer's rebate to the purchaser at the time of purchase.

6. Fiscal Impact Estimates: The bill does not have a fiscal impact.

7. Budget Amendment Necessary: No.

8. Fiscal Implications: The Department of Agriculture and Consumer Services will use existing resources for investigation and enforcement of the provisions.

9. Specific Agency or Political Subdivisions Affected: Department of Agriculture and Consumer Services.

10. Technical Amendment Necessary: No.

11. Other Comments: None.

Date: 1/30/2008 dpbkbs

Document: G:\08 FIS\DACs\HB1545.DOC

cc: Secretary of Agriculture and Forestry