



**House
Legislative
Analysis
Section**

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DISCLOSURE IN PRIZE OFFERS

**House Bill 5127
Sponsor: Rep. Paul Tesanovich
Committee: Commerce**

Complete to 10-6-95

A SUMMARY OF HOUSE BILL 5127 AS INTRODUCED 9-26-95

The Michigan Consumer Protection Act currently prohibits persons from using unfair, unconscionable, or deceptive methods or practices in trade or commerce and defines what these are. The bill would add to the list of unlawful trade practices the offering of a prize to a consumer if the offer required the consumer to submit to a sales presentation, unless this condition was disclosed in writing to the consumer when he or she was notified about the prize. The written disclosure would have to:

- * be written or printed in bold type no smaller than ten-point;
- * fully describe the prize, including its cash value, won by the consumer;
- * contain all terms and conditions for claiming the prize, including a statement that the consumer would have to submit to a sales presentation; and
- * fully describe the product, real estate, investment, service, membership, or other item that was or would be offered for sale, including the price range from the least to the most expensive items.

(The bill would also remove an obsolete reference to a section of law that has been repealed.)

MCL 445.903

House Bill 5127 (10-6-95)