
Senate Fiscal Agency
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SFA**BILL ANALYSIS**

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House Bill 5499 (Substitute S-1 as reported)
Sponsor: Representative Andrew Raczkowski
House Committee: Consumer Protection
Senate Committee: Technology and Energy

CONTENT

The bill would amend the Michigan Consumer Protection Act to prohibit a person from advertising or causing to be listed in a telephone directory an assumed or fictitious business name that intentionally misrepresented where the business was actually located or operating, or falsely stated that the business was located or operating in the same area covered by the directory. A violator would be subject to a civil fine of at least \$100 but not more than \$10,000.

These provisions would not apply to a telephone service provider or to the publisher or distributor of a telephone service directory, unless the proscribed conduct were on behalf of that provider, publisher, or distributor.

The bill is tie-barred to House Bill 5500, which would amend the Act to prohibit a business from listing a misleading address or local telephone number.

Proposed MCL 445.903c

Legislative Analyst: S. Lowe

FISCAL IMPACT

The bill would have an indeterminate fiscal impact. Enforcement costs and revenue from fines would depend on the number of violations.

Date Completed: 5-22-98

Fiscal Analyst: B. Bowerman