

ASSEMBLY CONSUMER AFFAIRS AND REGULATED
PROFESSIONS COMMITTEE

STATEMENT TO

ASSEMBLY, No. 2578

STATE OF NEW JERSEY

DATED: NOVEMBER 17, 1997

The Assembly Consumer Affairs and Regulated Professions Committee reports favorably Assembly Bill No. 2578.

This bill provides that it is an unlawful practice under the consumer fraud law, P.L.1960, c.39 (C.56:8-1 et seq.), for any person to advertise merchandise for sale without providing in that advertisement the address and the telephone number of the person advertising the merchandise.

Violators are subject to the penalties set forth in the consumer fraud law. These penalties may include a fine of no more than \$7,500 for a first offense and no more than \$15,000 for any subsequent offense. In addition, the Attorney General is authorized to seek and obtain in a summary action an injunction prohibiting any violator from continuing to engage in the unlawful practice.