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By: **Delegates Quinter, Bobo, and Taylor**  
 Introduced and read first time: February 8, 2006  
 Assigned to: Economic Matters

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A BILL ENTITLED

1 AN ACT concerning

2 **Consumer Protection - Advertisement of Rebate for Consumer Goods**

3 FOR the purpose of prohibiting merchants from advertising rebates for consumer  
 4 goods by displaying the net price of the consumer goods in the advertisement  
 5 unless the amount of the rebate is provided to the consumer by the merchant at  
 6 the time of the purchase of the consumer goods; providing that a merchant need  
 7 not provide the amount of a rebate for consumer goods to a consumer if the  
 8 advertisement for the consumer goods states that a rebate is available without  
 9 displaying the net price of the consumer goods; defining a certain term; and  
 10 generally relating to the advertisement of rebates for consumer goods by  
 11 merchants.

12 BY adding to  
 13 Article - Commercial Law  
 14 Section 13-319  
 15 Annotated Code of Maryland  
 16 (2005 Replacement Volume)

17 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF  
 18 MARYLAND, That the Laws of Maryland read as follows:

19 **Article - Commercial Law**

20 13-319.

21 (A) IN THIS SECTION, "NET PRICE" MEANS THE PRICE A CONSUMER WOULD  
 22 PAY FOR CONSUMER GOODS AFTER REDEMPTION OF THE REBATE OFFERED FOR THE  
 23 CONSUMER GOODS.

24 (B) A MERCHANT MAY NOT ADVERTISE THE AVAILABILITY OF A REBATE FOR  
 25 CONSUMER GOODS BY DISPLAYING THE NET PRICE OF THE CONSUMER GOODS IN  
 26 THE ADVERTISEMENT, UNLESS THE AMOUNT OF THE REBATE IS PROVIDED TO THE  
 27 CONSUMER BY THE MERCHANT AT THE TIME OF THE PURCHASE OF THE CONSUMER  
 28 GOODS.

1 (C) A MERCHANT NEED NOT PROVIDE THE AMOUNT OF A REBATE FOR  
2 CONSUMER GOODS TO A CONSUMER IF THE ADVERTISEMENT FOR THE CONSUMER  
3 GOODS STATES THAT A REBATE IS AVAILABLE WITHOUT DISPLAYING THE NET PRICE  
4 OF THE CONSUMER GOODS.

5 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect  
6 October 1, 2006.