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February 11, 2026

To: The Honorable Kriselda Valderrama
Chair, Economic Matters Committee

From: Karen S. Straughn
Consumer Protection Division.

Re: House Bill 344 – Business Regulation – Sale of Motor Fuel – Pricing Signage
(SUPPORT)

The Consumer Protection Division of the Office of the Attorney General submits the following written testimony to support House Bill 344 submitted by Delegate Samuel I. Rosenberg. This bill standardizes signage for service stations when prices may be reduced as a result of additional purchases or membership programs to ensure that passing motorists can clearly determine the price they will pay before exiting the roadway.

The Gas Price Clarity Act passed in 2023 intended to ensure transparency by gas stations by requiring the posting of both cash and credit/debit prices on signs that were readily visible from the roadway. However, stations often offer reduced pricing for membership in loyalty programs or for the purchase of additional items, such as a car wash. As a result, many stations now advertise their reduced conditional price in a manner that could be deceptive to travelers who may not be eligible for the reduced price.

This bill attempts to rectify this bait and switch pricing by ensuring that stations are advertising their standard price, prior to any reductions, in a manner clearly visible to traveling motorists. Stations may still advertise their conditional price, but it may not be more prominent than the standard price, allowing travelers to compare prices more readily. This brings greater price transparency to consumers and allows them to make a knowledgeable choice if price is a factor in their decision.

For the reasons set forth, the Consumer Protection Division requests that the Economic Matters Committee issue a favorable report on this bill.

cc: The Honorable Samuel I. Rosenberg
Members, Economic Matters Committee