



OFFICE OF THE ATTORNEY GENERAL

HARDY MYERS

FOR IMMEDIATE RELEASE

May 3, 2007

PUBLIC HEARINGS ON PROPOSED IMPROVEMENTS IN STATE CONSUMER PROTECTION RULES ANNOUNCED

On Friday, May 4, 2007, Attorney General Hardy Myers will conduct the first in a series of hearings about potential improvements in consumer protection rules. The first hearing will begin at 10:00 a.m. in a Department of Justice conference room at 158 12th Street, NE, Salem, Oregon. Attorney General Myers will begin the second hearing at 3:00 p.m. on June 25, 2007 in the same location.

The Unlawful Trade Practices Act (UTPA) is Oregon's basic consumer protection law. The UTPA permits the Attorney General to adopt rules prohibiting specific misleading or deceptive practices. The Attorney General must publish notice of the proposed rule, invite public comment, and hold a public hearing before adopting any new rules or amending any previously existing rules.

The Attorney General invites the public to comment at the first hearing on a proposal to allow the Oregon Department of Justice to enforce a federal requirement that car dealers post important consumer information on the windows of used cars offered for sale. "Federal standards help ensure that Oregonians know what they are getting when they buy a used car," Attorney General Myers said. The hearing will help me determine whether those protections can be enhanced."

The hearing on June 25, 2007 will focus on two principle subjects. One part of the proposal tightens existing rules prohibiting the false or misleading use of the

term "free" in advertising. Another part imposes restrictions on "rebates" offered in conjunction with the sale of goods or services. "Experience teaches us that 'free' offers and offers for rebates can be abused to consumers' disadvantage," Attorney General Myers said. "The proposed new and amended rules could make it easier for us to protect Oregonians against such abuses."

To learn more about either proposal, please visit
http://www.doj.state.or.us/hot_topics/2007_consumer_protection_rulemaking.shtml.

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