

## HB 1129 -- Deceptive Advertising Practices

Sponsor: Largent

This bill specifies that it is an unlawful merchandising practice to misrepresent the geographic location of a business.

A person misrepresents the geographic location of a business in a telephone directory, other directory assistance database, or on the Internet if the listing indicates that the business is located within a geographic area and the business is not located within that area, the listing fails to identify the actual municipality and state of the business's location, and telephone calls to the local number listed are forwarded or transferred to a location outside of the calling area covered by the directory or outside of the local calling area for the number posted on the Internet.

A person misrepresents the geographic location of a business in print advertisement if a fictitious or assumed business name is listed in an advertisement and the name used misrepresents the geographic location of the business and a telephone call to the listed number routinely is forwarded or transferred to a location that is outside of the local calling area.