

HOUSE BILL 1759
By Briley

AN ACT to amend Tennessee Code Annotated, Title 47, Chapter 18, relative to consumer protection.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF TENNESSEE:

SECTION 1. Tennessee Code Annotated, Section 47-18-104(b), is amended by adding the following language as a new subdivision to be designated as follows:

(34) Using or making statements or representations in the main, primary or emphasized portion of the text of a solicitation, promotion, advertisement or other offering that are contradicted in a disclosure that is inconspicuous, concealed, not noticeable, not easily readable, hidden, presented in small or fine print, or otherwise obscure.

SECTION 2. This act shall take effect on July 1, 2001, the public welfare requiring it.