

SHOPPING REFORM AND MODERNIZATION ACT (EXCERPT)
Act 15 of 2011

***** 445.316.new THIS NEW SECTION IS EFFECTIVE SEPTEMBER 1, 2011 *****

445.316.new Exceptions to MCL 445.314 and 445.315.

Sec. 6. Sections 4 and 5 do not apply to an owner, publisher, printer, agent, or employee of a newspaper, a person that publishes any other publication, periodical, or circular, including a circular prepared for national distribution, a person that provides outdoor advertising, or a radio or television station, if that person in good faith and without knowledge of the falsity or deceptive character of the advertisement, publishes, causes to be published, or takes part in the publication of an advertisement that violates section 4 or 5.

History: 2011, Act 15, Eff. Sept. 1, 2011.