

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

\*\*\*\*\* 445.318.new *THIS NEW SECTION IS EFFECTIVE SEPTEMBER 1, 2011* \*\*\*\*\*

**445.318.new Charging higher price than price displayed on item; violation.**

Sec. 8. (1) A person shall not knowingly charge or attempt to charge for a consumer item that is subject to section 7 a retail sale price that is higher than the price displayed for that item.

(2) It is not a violation of subsection (1) to charge a total price for a consumer item that is subject to section 7 that is less than the price displayed for that item.

(3) It is prima facie evidence of a violation of this section if a price a person charges or attempts to charge for a consumer item that is subject to section 7 is established by electronic identification or calculation by an automatic checkout system and that price exceeds the price displayed for that item.

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