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IMPORTANT LEGAL NOTICE CONCERNING LIST PRICES

If your store offers for sale any item for greater than the Manufacturer's Suggested Retail Price, you **must** strictly follow the disclosure requirements set forth in Section 5-35 of Title 6 of the Rules of the City of New York.

If your business sells or offers to sell any new item for more than the Manufacturer's Suggested Retail Price, you must disclose the selling price and the Manufacturer's Suggested Retail Price.

This information must be printed clearly and conspicuously on the item's price tag or label, and in any advertisement that states the item's selling price.

The Department of Consumer Affairs has developed a model sticker that meets the requirements of City law. Fill in the appropriate prices.

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| <p>Manufacturer's Suggested Retail Price \$ _____</p> <p>Our Price \$ _____</p> |
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If your store sells an item for more than the Manufacturer's Suggested Retail Price without using this price sticker on the item, you are in violation of the Consumer Protection Law. The sticker must have a plain background, free of any extra markings. A sticker that uses "MSRP" or any other wording instead of "Manufacturer's Suggested Retail Price," or shows one price in a different size, or omits the dollar signs or decimal points between dollars and cents is in violation of the Consumer Protection Law.

It is also a violation of the Consumer Protection Law to make any oral misrepresentation to a consumer about an item's Manufacturer's Suggested Retail Price or value.