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**DISTRICT ATTORNEY JEFFREY ROSELL ANNOUNCES \$2 MILLION SETTLEMENT OF A
CONSUMER PROTECTION CASE AGAINST AMAZON.COM**

Santa Cruz County District Attorney, Jeffrey Rosell announced today that the Consumer and Environmental Protection Unit, working with the San Diego, Alameda, Santa Clara, Yolo, and Riverside District Attorney's offices, has obtained a civil judgment in a consumer protection lawsuit against e-commerce retailer, *Amazon.com*. The complaint alleges violation of Business & Professions Code section 17501 (discount pricing), and section 17500 (false advertising). Amazon will pay \$2 million in penalties, costs, and restitution to the state's Consumer Protection Trust Fund as part of the settlement.

Amazon.com commonly uses "former price" advertising to communicate to consumers that the price offered on the *Amazon.com* platform is discounted. Some advertised "former prices" were misleading in that the "former price" was not timely nor supported by sufficient number of sales, and that "former prices" in which the product is sold by a manufacturer, supplier, or other seller, insufficiently disclosed that the "former price" was not necessarily the prevailing market price or regular retail price at which the product could be purchased.

Amazon worked promptly and cooperatively throughout the investigation and further developed the reliability of its validation of former pricing, as well as the improved disclosures. They have already made the changes required by the Stipulated Final Judgment which requires *Amazon.com* to make changes and revisions to its pricing disclosures. These changes and revisions include a hyperlink to bring the consumer to clear definitions of the meaning of these referenced pricing terms.

District Attorney Jeffrey Rosell stated, "our office is committed in the protection of consumers, even against the largest companies in the world, by ensuring they are not being misled and have the information needed to make informed purchasing decisions." He is proud that Santa Cruz County Consumer and Environmental Affairs Unit was one of the originators in the investigation of Amazon's business practices.