



Kilton Webb

366 Bowie Hill Road

Durham, ME 04222

Cell: (207) 458-0172

Kilton.Webb@legislature.maine.gov

HOUSE OF REPRESENTATIVES

2 STATE HOUSE STATION

AUGUSTA, MAINE 04333-0002

(207) 287-1400

TTY: MAINE RELAY 711

May 12, 2025

Testimony of Representative Kilton Webb in support of

LD 1597, An Act to Prohibit the Use of Dynamic Pricing for Certain Consumer Goods

Before the Joint Standing Committee on Housing and Economic Development

Good afternoon, Senator Curry, Representative Gere and members of the Joint Standing Committee on Housing and Economic Development. My name is Kilton Webb, and I represent House District 98, which includes Durham, Pownal, and parts of Bowdoin, Lisbon and Topsham. I am honored to cosponsor **LD 1597, An Act to Prohibit the Use of Dynamic Pricing for Certain Consumer Goods**.

Deceptive pricing hurts customers in an effort to increase profit margins for the corporations who utilize these intentionally misleading practices.

Across the country, retailers have been experimenting with inflating prices, usually during busier times in the day when more of their goods will be purchased. For example, Walmart, Kroger, Whole Foods and Kohl's have used digital pricing, which can be updated remotely. While retailers believe this will help save on labor costs, from a customer perspective, this could lead to inflated prices during periods of high demand, like after work when people are picking up dinner for their families or around holidays.

Some retailers and corporations are interested in using surveillance pricing, which raises concerns about facial recognition and privacy, fairness and potential price gouging.

In Maine, we are already facing the impacts of inflation, with the onslaught of federal tariffs further diminishing our purchasing power. We have an opportunity to pass forward-thinking legislation that will ensure more of Mainers' hard-earned money stays in their wallets, instead of being siphoned into the bank accounts of greedy corporations.

This is a bipartisan issue that impacts all of us and our constituents. I urge you to vote "ought to pass" on this measure. Thank you for your time and consideration.