

Testimony of Jake Lachance
on behalf of the Maine State Chamber of Commerce
in Opposition to LD 414: An Act to Prohibit Deceptive Pricing
Before the Joint Standing Committee on Housing and Economic Development

February 27, 2025

Honorable Senator Curry, Representative Gere, and Members of the Joint Standing Committee on Housing and Economic Development:

My name is Jake Lachance, and I am a Government Relations Specialist with the Maine State Chamber of Commerce. I am here today to express our opposition for LD 414: An Act to Prohibit Deceptive Pricing.

The business community in Maine, and I'm sure could be said for around the country, are always seeking two fundamental principles: Consistency and Predictability. When the Chamber goes on our tour of the State in the "off-season", these two things are always at the top of employers lists and minds. Given this, my testimony today is short and sweet.

The FTC just went through a long, comprehensive, rulemaking when it comes to deceptive pricing, soliciting thousands of comments over the course of multiple months. This rulemaking is hot off the press, as the Code of Federal Regulations website last amended Title 16, Chapter 1, Subchapter B, Part 233 (regarding Deceptive Pricing) on 2/24/25, with Title 16 being up to date as of 2/25/25.

Given this, the Chamber urges the committee throughout the work session process to align the guidelines set forth in this proposed bill with the federal standard that was just released. This would give all those it regulates one standard, without the possibility of unintended confusion between state and federal guidelines.

Thank you for your time, and I am happy to answer any questions.