

SECOND REGULAR SESSION

HOUSE BILL NO. 1494

94TH GENERAL ASSEMBLY

INTRODUCED BY REPRESENTATIVES BRUNS (Sponsor),
MEADOWS AND CORCORAN (Co-sponsors).

Pre-filed December 20, 2007 and copies ordered printed.

D. ADAM CRUMBLISS, Chief Clerk

3792L.01I

AN ACT

To amend chapter 407, RSMo, by adding thereto one new section relating to gift certificates.

Be it enacted by the General Assembly of the state of Missouri, as follows:

Section A. Chapter 407, RSMo, is amended by adding thereto one new section, to be
2 known as section 407.1175, to read as follows:

407.1175. 1. For the purposes of this section, the term "gift certificate" shall mean
2 **any tangible record evidencing a promise by the seller or issuer of the record that goods**
3 **or services will be provided to the owner of the record to the value shown in the record.**
4 **Gift certificate shall include, but is not limited to, a gift card, stored-valued card, store**
5 **card, or a similar record or card that contains a microprocessor chip, magnetic stripe, or**
6 **other means for the storage of information, and for which that value is decreased upon**
7 **each use. The term "gift certificate" shall not include:**

8 **(1) Certificates distributed to a consumer under an awards, loyalty, or promotional**
9 **program without any money or other thing of value being given in exchange for the**
10 **certificate by the consumer; and**

11 **(2) Certificates sold below face value at a volume discount to employers or to**
12 **nonprofit and charitable organizations for fund-raising purposes and whose expiration**
13 **dates are not less than thirty days after the date of the sale.**

EXPLANATION — Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and is intended to be omitted from the law. Matter in **bold-face** type in the above bill is proposed language.

14 **2. It shall be unlawful for any person or business entity to sell a gift certificate that**
15 **is subject to an expiration date or a service fee of any kind, including, but not limited to,**
16 **a service fee for dormancy.**

17 **3. Violations of this section shall be considered unfair merchandising practices**
18 **subject to the penalties in section 407.020.**

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