

365.055 Use of mailed document purporting to inform of winning a prize.

- (1) The use of a document mailed to members of the general public, the purpose of which is to market a product, when the document purports to inform the recipient that he has won a prize, without prominently and conspicuously communicating by clear and understandable language in the document the exclusions or conditions to receiving the prize, shall constitute an unfair trade practice and is prohibited.
- (2) Remedies for violation of the provisions of subsection (1) of this section shall be available as provided in KRS 365.070.

Effective: July 14, 1992

History: Created 1992 Ky. Acts ch. 30, sec. 1, effective July 14, 1992.