



## COUNTY OF FRESNO

Lisa A. Smittcamp

**District Attorney-Public Administrator**

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# NEWS RELEASE

FOR IMMEDIATE RELEASE

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## TARGET CORPORATION TO PAY \$3,352,500 IN PRICE SCANNER CASE

Fresno County Deputy District Attorney Ed Browne today announced that his office and the district attorneys for Marin, Contra Costa, Sonoma, and Santa Cruz, counties as well as the San Diego City Attorney's Office filed a civil law enforcement action against Target Corporation ("Target"). The complaint alleges that the Target stores violated the law by charging amounts greater than the lowest price advertised or posted for products sold to retail customers. **The complaint alleges that these violations also constituted violations of a 2008 injunction entered against Target which prohibited them from overcharging consumers.** The current stipulated final judgment was filed in Marin County Superior Court on February 9, 2015.

Without admitting wrongdoing, Target consented to entry of a judgment that includes the payment of \$3,352,500.00 in civil penalties, costs, and restitution and injunctive provisions to ensure future compliance. The judgment requires Target to implement additional audit and price accuracy procedures in its California stores for a seven year period to ensure compliance with pricing accuracy requirements, including notifying the public about their Price Accuracy Program.

The case arose from regular scanner/price inspections by the Department of Weights and Measures in the counties of Fresno, Santa Cruz, Marin, Contra Costa, Sonoma as well as investigators from the San Diego City Attorney's Office, which coordinated their investigation with departments in other counties. These local agencies, and the State Division of Measurement Standards, are instrumental in monitoring retailers to make sure that consumers are getting the lowest advertised prices. Scanner inspections at the Target stores disclosed numerous occasions where the price charged at the cash register was not the lowest advertised or posted price. Target cooperated with inspectors

and the prosecutor's Offices during the investigation, and has since instituted new policies and procedures to improve pricing accuracy.

Fresno County consumers may call the Fresno County Department of Agriculture, Division of Weights and Measures at 559-600-7510 if they have a complaint or questions about pricing issues.