



San Diego City Attorney Jan I. Goldsmith

NEWS RELEASE

FOR IMMEDIATE RELEASE: February 10, 2015

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TARGET TO PAY \$3,941,118 FOR ALLEGED SCANNER PRICE AND INJUNCTION VIOLATIONS

Target Corporation, which operates 19 stores in San Diego County and five in the City, is paying nearly \$4 million to settle a consumer-protection complaint that accused them of overcharging customers.

The complaint accused the giant retail chain of charging higher prices at their cash-register scanners than were posted in the aisles and of misrepresenting the weight of its own packaged food products.

Under the settlement, in which Target admits no wrongdoing, the company will pay \$3,352,500 in penalties, reimburse the investigating agencies \$388,618 in costs, and pay \$200,000 in restitution to consumers. Additionally, Target agreed to implement new compliance procedures to help ensure future price accuracy.

The complaint was filed by the San Diego City Attorney's Office in conjunction with the District Attorney Offices in Contra Costa, Sonoma, Marin, Santa Cruz and Fresno counties. The Marin County District Attorney's Office was the lead agency.

The settlement follows an investigation into alleged pricing violations by county Weights and Measures departments in all six counties that found hundreds of violations, including leaving inaccurate expired sale prices on items and then charging more for the item at the register.

The lawsuit also alleges Target failed to comply with the terms of an injunction issued against the company pursuant to a 2008 stipulated judgment.

Under the terms of this latest settlement, Target has agreed to implement additional price accuracy procedures in its California stores including weekly price audits. Target will designate personnel to walk the entire store weekly to make sure that expired sales tags are removed from shelves. Target also agreed to appoint a corporate representative to oversee a Compliance Program and to designate a Price Accuracy Team Leader for each retail location who is responsible for maintaining price accuracy.

“Consumers should be able to trust that the price they see posted in the aisle will be the price charged at the register,” City Attorney Jan Goldsmith said. **“This collaboration with District Attorneys throughout the state is a big win for consumer protection, as it will bring Target into compliance with the law and protect the public from future overcharging.”**

The San Diego County Department of Agriculture, Weights and Measures, is the agency which inspected the Targets throughout San Diego County, and is instrumental in monitoring retailers to make sure that consumers are getting the lowest advertised price. The agency takes complaints from members of the public who believe they have been overcharged by businesses, at (858) 694-2778.

The City Attorney's Consumer & Environmental Protection Unit (CEPU) maintains a Consumer Hotline at (619) 533-5600, which consumers can call to report consumer complaints. For consumer tips and information check out consumer news on the City Attorney's webpage, Newsletters/Office of the City Attorney or at <http://www.sandiego.gov/cityattorney/media/newsletters.shtml>

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