



Government of the Virgin Islands  
of the United States

**Department of Licensing and Consumer Affairs**

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**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT PERSON: COMMISSIONER DEVIN CARRINGTON (340) 713-3522**  
Monday, February 2, 2015

**DLCA COMMISSIONER DEVIN CARRINGTON AND THE DIVISION OF  
CONSUMER AFFAIRS ISSUES WARNING TO THE RETAILERS**

The Department has received formal complaints in reference to a practice that requires correction. Certain retailers in Virgin Islands are maintaining "sale prices" beyond the expiration date of its advertised sale. It is the responsibility of each establishment to **remove** sale prices off of items upon the expiration of the sale period. This is a violation of:

**Title 12A V.I.C. § 102 (a) "Deceptive Trade Practices"**

(a) "Deceptive trade practice" means any false, falsely disparaging, or misleading oral or written statement, visual description or other representation of any kind made in connection with the sale, lease, rental, or loan of consumer goods or services, or in the extension of consumer credit or in the collection of consumer debts, which has the capacity, tendency or effect of deceiving or misleading consumers. Deceptive trade practices include but are not limited to:

(4) Offering goods or services with intent not to sell them as offered;

Furthermore, if a retail establishment advertises an item(s) as being "ON SALE", and the sales period has expired, the posted sale price must be honored by the establishment.

In light of the foregoing, the department is issuing this official warning, Failure to comply shall result in the department taking any and all authorized legal action, including the imposition of the maximum fine under the statute, and/or the initiation of proceedings for the suspension or revocation of the establishment's business license.



*"Serving Businesses and Assisting, Educating, & Protecting Consumers"*

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**PRESS RELEASE**