

Government of the Virgin Islands
of the United States

Department of Licensing and Consumer Affairs



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FOR IMMEDIATE RELEASE

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DLCA HURRICANE PRICE LISTS DUE JUNE 1, 2012

The Department of Licensing and Consumer Affairs (DLCA) reminds merchants that the first installment of this year's Hurricane Price List must be submitted to DLCA by June 1, 2012. Every year, at the onset of hurricane season, DLCA requests businesses to furnish an official price list of their goods and merchandise in stock, and for the services they offer to the public. This information is required by law and DLCA will ensure full compliance. "The price lists are critical in determining and combating allegations of price gouging which often surfaces after a hurricane when goods and services are scarce and consumer demand is high," said Commissioner Biggs.

After presentation of the first price list, businesses must continue to submit an updated price list on the first of each month until November 30, 2012. If a business has not changed its prices or acquired new products/services; they can submit a letter certifying that the previous price list turned in is still valid. **Businesses can opt to submit price list information electronically on a compact disc to DLCA.**

Submission of the price lists are authorized under Title 3, Section 272(c) of the Virgin Islands Code. It is primarily targeted at businesses whose goods and services are necessary for hurricane preparation and recovery. Businesses that must submit price lists include all supermarkets, grocery stores, convenience stores, pharmacies, hardware stores, water and delivery businesses, contractors, carpenters, plumbers, electricians, and masons. Failure to submit a price list or certification letter by the first of each month will result in a five thousand dollar (\$5,000.00) fine.

Price list sample forms for businesses are available for pick-up at DLCA offices. For further information, contact Consumer Affairs Director Archie Corbitt on St. Croix at 773-2226 ext.227, Assistant Director of Consumer Affairs Beatrice Gumbs on St. Thomas at 774-3130 ext. 4270, or Ms. Karen Stapleton on St. John at 693-8036.

PRESS RELEASE



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

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