

2790.1700 DISPARAGING COMPARISONS AND STATEMENTS.

An advertisement must not directly or indirectly make unfair or incomplete comparisons of policies or benefits or otherwise falsely or unfairly disparage, discredit, or criticize competitors, their policies, services, or business methods or competing marketing methods.

Statutory Authority: *MS c 60A; 72A*

History: *9 SR 175*

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