

Mississippi Attorney

General's Office

A Merchants Guide to Mississippi's Price Gouging Law



What is the Law? The law says that the value received for all goods and services sold within the designated emergency impact area shall not exceed the prices ordinarily charged for comparable goods or services in the same market area at or immediately before the declaration of a state of emergency or local emergency.

This means... that merchants can pass on verifiable increases in their cost of products, but they cannot increase their average profit margin until the executive order is rescinded.

The law applies to all products including gasoline, bottled water, and hotel room prices.

What are the Penalties?

Violations of our price gouging laws could result in one to five years behind bars per count.

For violations totaled \$500 or more, merchants are guilty of a felony and shall be confined for a term no less than one year or a \$5,000 fine, or both.

For violations totaled less than \$500, merchants are guilty of a misdemeanor and shall be confined for a six month term or a \$1,000 fine, or both.

During a state of emergency, the decision to invoke the price gouging statute lies solely within the discretion of the Governor.

Any merchants with questions about the law and any consumers with complaints can contact **the Attorney General's Consumer hotline at**

1-800-281-4418

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