



ERIK NASARENKO District Attorney

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Target Corporation to Pay \$5 Million in Price Accuracy Settlement

VENTURA, California – District Attorney Erik Nasarenko announced today that Target Corporation entered a stipulated judgment and will pay \$5 million in civil penalties to resolve allegations of false advertising and unfair competition relating to price accuracy of its merchandise. The complaint, filed in Sonoma County on behalf of the District Attorneys of Sonoma, Ventura, Alameda, Marin, Contra Costa, Fresno, Santa Cruz, and San Diego counties, alleged Target unlawfully charged customers higher prices at checkout than the lowest advertised price for such items. The complaint also alleges the Target mobile app displayed item prices without disclosing whether such pricing was exclusively available online or in their stores.

“Under California law, businesses must ensure that the prices they advertise are the same prices they charge consumers at the register,” said District Attorney Erik Nasarenko. “County residents should verify they are charged the correct price for purchases and should contact Ventura County Weights & Measures at (805) 654-2444 if they have a concern about price accuracy in Ventura County.”

Under the terms of the settlement, Target will pay an additional \$100,000 to the Consumer Protection Trust, \$100,000 to the California Agricultural Commissioners and Sealers Association Quality Control Trust, and \$173,618 in investigative costs to numerous county Weights & Measures agencies. The settlement further enjoins Target from engaging in false or misleading advertising, or charging an amount greater than the lowest price advertised for an item. In addition, Target may no longer use technology that causes pricing in the mobile app to increase solely based on a user’s geographic location: Target must now conspicuously disclose where consumers can obtain items at the prices listed in their app. Target has implemented new policies and procedures as a result of the settlement and is required to maintain a price-auditing program in its California stores for a period of at least seven years.

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The Ventura County District Attorney's Office is the public prosecutor for the county's 850,000 residents. The office employs approximately 290 employees including attorneys, investigators, victim advocates, and professional support staff who strive to seek justice, ensure public safety, and protect the rights of crime victims.