

FLORIDA SWEEPSTAKES BULLETIN

Florida no longer requires full rules disclosure in print for chance promotions. Instead, the “material terms” are enough. Effective November 22, 2005, a new Florida regulation clarifies what this means as follows:

“MATERIAL TERMS” FOR FLORIDA PRINT ADS

1. Name of Sponsor and Promotion
2. No purchase necessary
3. Start and end dates (including exact times if applicable)
4. Eligibility with respect to age and geographic location
5. Where the promotion is void
6. Where to see full rules via web, mail, or toll-free phone

Remember that state laws vary. The above 6 items are the *minimum* requirement for Florida. Other disclosures may be required by other states. Ad disclosures should be reviewed carefully in every case for consistency with the Official Rules of the promotion as well as all applicable disclosure laws.

If you have any questions about the new Florida regulation or need legal advice on ad disclosures, please feel free to call Ed Chansky or Rob Laplaca of our office for assistance.

THIS NEWSLETTER IS FOR INFORMATIONAL PURPOSES ONLY AND DOES NOT CONSTITUTE LEGAL ADVICE