

****NEWS RELEASE****

RETAILER SETTLES CASE FOR PRICE SCANNER VIOLATIONS AND UNFAIR COMPETITION

FOR IMMEDIATE RELEASE

June 26, 2018

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Monterey County District Attorney Dean D. Flippo announced today that the Monterey and Riverside DA's offices have settled a price scanner violations and unfair competition case filed in Riverside County Superior Court against Ulta Salon, Cosmetics and Fragrance, Inc. a Delaware corporation with its registered office in Illinois.

Ulta operates approximately 135 Ulta Beauty retail stores in California, including 2 stores in Monterey County. Over a period of several years, Weights and Measures inspectors found at various Ulta stores approximately 43 instances where Ulta charged at checkout a greater price for an item than the price represented or displayed on the item itself or on the store shelf. From the investigation, it appears that Ulta has good corporate policies and procedures in place for pricing accuracy, and most of the overcharges in question resulted from store specific and employee errors which Ulta represents it has taken steps to prevent in the future.

Ulta cooperated with the investigation. Without admitting liability, Ulta agreed to pay \$175,000 in civil penalties, costs, and restitution. The terms of the settlement also provide for a permanent injunction which applies to all Ulta retail stores in California. Monterey County Weights and Measures inspector Veronica Arroyo did outstanding work in uncovering the violations in Monterey County.

The Monterey County District Attorney's Office brings actions such as these to ensure that businesses comply with their legal responsibilities to protect consumers.