

(d) *Manner of disclosure.* Every person subject to this section shall disclose the total price and the unit price for each item as required by this section, as follows:

(1) *if the item is conspicuously visible to the consumer by attachment of a stamp, tag or label* ~~i)~~ (I) *directly on the item itself or on its packaging, or* ~~ii)~~ (II) *by display directly adjacent to the item, or* ~~iii)~~ ~~(III)~~ *on the shelf on which the item is displayed, or*

(2) *if the item is so located that it is not conspicuously visible to the consumer, or if the item is so located that the price information if displayed in accordance with paragraph (1) of this subsection would not be conspicuously visible to the consumer, by a sign or list bearing the price information, such sign or list to be conspicuously visible to the consumer.*

~~(e)~~ *Advertising.* ~~No advertisement to aid, promote, or assist directly or indirectly in the sale of any item for which a unit price is required by this section, shall state the total price of such item unless it also states the unit price of such item.~~

~~(f)~~ (E) *Rules and regulations.* *At the direction of the Attorney General, the Division of Consumer Protection may make reasonable rules and regulations necessary for or as an aid to effectuation of any provision of this section.* **AND MAY GRANT TO ANY SALES AGENCY OR INSTRUMENTALITY EXEMPTION FROM ANY OR ALL REQUIREMENTS OF THIS SECTION WHEN SUCH SALES AGENCY OR INSTRUMENTALITY IS UTILIZING A PROGRAM OF UNIT-PRICING WHICH IS APPROXIMATELY AS COMPREHENSIVE AS, OR MORE COMPREHENSIVE THAN, THE PROGRAM OF UNIT-PRICING REQUIRED BY THIS SECTION.** *No such rule or regulation shall extend, modify or conflict with any provision of this section or the reasonable implications thereof. In addition to any other penalty provided, wilful violation of any such rule or regulation shall subject the violator to such penalties as may be applicable under this section for violation of the provision to which such rule or regulation relates.*

~~(g)~~ (F) *Compliance.*

(1) *The Attorney General, or the Division of Consumer Protection at the direction of the Attorney General, may hold a public hearing whenever twenty-five or more residents of Maryland state in writing to him within a 15 day period their belief that the actions of any one sales agency or instrumentality subject to this section amount to a pattern of non-compliance with any of its provisions. The person alleged to be in non-compliance shall, upon at least ten days' written notice, be given an opportunity at the hearing to demonstrate compliance, or to enter into an agreement to comply starting on a date no later than sixty days from the date of the hearing.*

(2) *If at the conclusion of the hearing, the Attorney General or the Division of Consumer Protection finds that a pattern of non-compliance did in fact exist, he may issue an order requiring the person responsible for the non-compliance to pay to the State of Maryland part or all of the cost, direct and indirect, of the hearing or hearings including the cost of preparing for them.*

(3) *If the Attorney General finds that any person has not acted in accordance with his agreement to comply, pursuant to subdivi-*