

For Immediate Release:

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AG Balderas Warns Against Coronavirus-Related Price Gouging

ALBUQUERQUE, NM -- Attorney General Hector Balderas today issued a consumer advisory warning New Mexico consumers about possible price gouging in the wake of the coronavirus outbreak that has recently reached the state. Price gouging is the practice of a seller unreasonably increasing the price of goods or services from its regular and usual price.

"Increasing prices on necessities like medical supplies, hand sanitizer, masks, and other items because our citizens are in fear of the coronavirus is simply unconscionable," said Balderas. "Anyone increasing prices in order to illegally profit from this emergency will be prosecuted."

It is against the law in New Mexico to misrepresent the price of goods or services or to take advantage of consumers' situation to a grossly unfair degree.

Consumers are urged to report suspected price gouging to the Office of the Attorney General at www.nmag.gov or by calling toll-free 844-255-9210.

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