



## 2011 SENATE BILL 360

January 4, 2012 – Introduced by Senators VUKMIR and CARPENTER, cosponsored by Representatives KRAMER and RICHARDS. Referred to Committee on Health.

1     **AN ACT** *to amend* 100.30 (6) (title); and *to create* 100.30 (6) (a) 10. and 100.30  
2           (6) (e) of the statutes; **relating to:** the minimum sale price of prescription  
3           drugs.

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### *Analysis by the Legislative Reference Bureau*

Under current law, the Unfair Sales Act or “minimum markup” law prohibits “loss leaders,” or wholesale and retail sales of merchandise at a price below the cost of the merchandise to the seller.

This bill exempts prescription drugs from the Unfair Sales Act. As a result, the bill deletes the current prohibition on below-cost sales of prescription drugs.

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

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*The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:*

4           **SECTION 1.** 100.30 (6) (title) of the statutes is amended to read:  
5           100.30 (6) (title) EXCEPTIONS; CONSTRUCTION.  
6           **SECTION 2.** 100.30 (6) (a) 10. of the statutes is created to read:

