

1 AN ACT concerning consumer fraud and deceptive business  
2 practices.

3 Be it enacted by the People of the State of Illinois,  
4 represented in the General Assembly:

5 Section 5. The Consumer Fraud and Deceptive Business  
6 practices Act is amended by adding Section 2KK as follows:

7 (815 ILCS 505/2KK new)

8 Sec. 2KK. Sweepstakes mailings; disclosure; improper  
9 implications. The use of a mailing stating that the  
10 recipient of the mailing may win or may already have won a  
11 prize in a sweepstakes is declared to be an unlawful practice  
12 under this Act unless the sender of the mailing (1) discloses  
13 the estimated odds of winning any prize offered in the  
14 sweepstakes and (2) refrains from stating or implying that  
15 the recipient may improve his or her odds of winning by  
16 purchasing certain products.