



OFFICE OF THE
DISTRICT ATTORNEY

COUNTY OF SHASTA

Stephen S. Carlton
District Attorney

**CINEMARK SETTLES CONSUMER PROTECTION CASE
FOR ALLEGED GIFT CARD VIOLATIONS**

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FOR IMMEDIATE RELEASE
Deputy District Attorney:
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Shasta County District Attorney Stephen Carlton announced today that his office joined with the District Attorney of Solano County to settle a consumer protection case filed against Cinemark and Century Theatres. In January of 2008, California legislators enacted a law which requires all businesses to provide cash refunds of gift card balances under \$10.00 upon customer request. The initial complaint came from a problem experienced by a customer in 2010, where a requested refund was denied. The early investigation determined that a number of California locations were violating the law by refusing to give refunds or requiring a customer to make a purchase in order to receive cash back. The investigation broadened, and the prosecutors joined forces to undertake statewide legal action to correct the problem.

Cinemark cooperated with prosecutors during the investigation. Under the terms of the settlement, without admitting any wrongdoing, Cinemark agreed to pay \$60,000.00 in civil penalties, costs of investigation and restitution. For the restitution, Cinemark will be contributing \$10,000 to trust funds established to aid in future investigations or prosecutions of consumer protection law violations.

The District Attorney's Office brings actions such as this to ensure that local and national businesses comply with their responsibilities under the law. The District Attorney works hard to protect the rights of all citizens. The counties involved will equally split the civil penalties paid by Cinemark.

The case was investigated by California Department of Measurements Standards and prosecuted by Deputy District Attorney Erin M. Dervin. The Consumer Protection Unit exists to help consumers with problems they may have with services provided by local businesses or individuals.

For more information about the prosecution, contact District Attorney Stephen Carlton or Deputy District Attorney Erin M. Dervin at 245-6310.