



San Diego City Attorney Jan I. Goldsmith

NEWS RELEASE

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Contact: Gina Coburn, Communications Director: (619) 533-6181

“Mega-Liquidation Club” Caught Operating Without a License *Owner Pleads Guilty to Advertising and Operating a “Close-Out” Sale without a License*

San Diego, CA: City Attorney Jan Goldsmith announced today that Bruno Vick, who in January of 2009 blitzed the airwaves with the “Mega-Liquidation Club” sale of merchandise at the San Diego Community Concourse at Golden Hall, pleaded guilty today to a misdemeanor charge of advertising and operating a “Closing-Out” sale without a license.

Ads for Mega-Liquidation Club were run around the beginning of the year and the sale was held at the community concourse on New Year’s Day and the following weekend. The ads offered very low priced electronic items for sale using the premise that the prices were the result of a need to liquidate the inventory.

The San Diego Municipal Code requires businesses that advertise or conduct “Close-Out” sales to obtain a police permit. A “Close-Out” sale means any sale in which representations are made to consumers that the sale is due to a business closing down and disposing of its stock on hand. When a business applies for a “Close-Out” license, the owner must explain the facts behind the closure of the business as well as submit for review any proposed advertising for the sale. “The goal of such laws”, according to Deputy City Attorney Kristine Lorenz, “is to make sure that businesses that advertise and operate “Close-Out” sales are legitimately closing down and not just using advertising buzz words to lure consumers in to thinking that they are going to get good deals.”

Vick’s sentence for the “Mega-Liquidation Club” violation includes three years of probation, a \$1,000 fine, and a requirement that he is precluded from advertising a “Close Out” sale in the city of San Diego again without first applying for and obtaining the proper license.

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