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RETAILERS WARNED AGAINST MISLEADING ADS

JOHOR BAHRU, July 5 (Bernama) -- The Domestic Trade and Consumer Affairs Ministry has again warned retailers and distributors not to come out with misleading advertisements.

Deputy Minister Datuk S. Subramaniam today said the ministry had received many complaints on misleading advertisements in the electronic media.

Retailers and distributors should not produce advertisements which could confuse consumers during product promotions, he told reporters here after attending a briefing on Johor's development for Prime Minister Datuk Seri Dr Mahathir Mohamad.

"I hope the authority will vet the advertisements before they are shown to the public," he said.

Subramaniam said the problem may be overcome after the Ministry of Information completes a study on electronic and print media advertising.

The study would be submitted to the Cabinet in the next one or two months, he said. -- BERNAMA

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