

# Court Dismisses Promotional Pricing Proposed Class Action

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For marketers facing challenges to their promotional pricing strategies, a new ruling could bolster their defenses. Earlier this week, a federal judge in New Jersey [granted Jos. A. Bank's Motion to Dismiss](#) in a proposed class action alleging deceptive pricing. The judge ruled that the plaintiffs failed to show specific unlawful conduct or actual loss under the New Jersey Consumer Fraud Act ("NJCFA").