

## Comcast Duped Utahns With Bogus 'Lifetime' Deal, Suit Says

By **Anne Cullen**

Law360 (September 17, 2019, 6:53 PM EDT) -- To keep Utah customers from fleeing to Google's newly rolled out fiber services, Comcast baited them with bogus "lifetime" price-lock contracts, only to later renege on the promises and bump up prices, according to a potential class suit that landed in Utah federal court.

In a lawsuit that Comcast Corp. brought up from state court Friday, Salt Lake City resident Brian Baker alleges that the media giant responded to Google LLC's aggressive "Fiber City" marketing campaign in 2016 by deploying an army of sales representatives to try and bolster its customer base.

And Comcast's beefed-up sales force lured customers in by advertising "lifetime" contracts in which Utah customers would get their prices locked in for life, Baker alleged, but just a few years later, he said Comcast began disregarding those promises and notching up its prices.

According to Baker's complaint, he's now charged \$10 more per month above his \$120 "lifetime" price, while other customers' bills have gone up \$50.

"These plaintiffs may be overcharged moderate amounts, but collectively, this is a problem that needs to be fixed for the sake of consumers," Baker's attorney, Brent R. Baker of Clyde Snow PC, told Law360 Tuesday.

When customers complained about the price increases, Comcast employees responded that a "lifetime" plan does not exist, according to the complaint.

"Many customers, upon seeing the substantial increase in monthly billing, contacted Comcast and were told by Comcast employees or representatives that Comcast's 'lifetime' plan does not exist in spite of previous representations by its sales staff and in spite of the numerous written contracts with the 'lifetime' language prominently displayed," Baker alleged.

And his attorney added Tuesday that they're "looking forward to having all the facts come out."

"We believe that this sort of misconduct spread over many consumers needs to be deterred," Brent Baker said.

Representatives for Comcast did not respond to a request for comment. The company's response to the allegations is due Oct. 18.

Baker is represented by Brent Baker and Christopher B. Snow of Clyde Snow PC, and Adam Gonnelli of The Sultz Law Group PC.

Comcast is represented by Michael A. Gehret and Scott A. Wiseman of Snell & Wilmer LLP and Scott P. Glauberman and Sean G. Wieber of Winston & Strawn LLP.

The case is Baker v. Comcast Corporation, case number 2:19-cv-00652, in the U.S. District Court for the District of Utah.

--Editing by Connor Relyea.

