The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

SECTION 1. 422.422 of the statutes is created to read:

422.422 Cash discounts. No credit card issuer may, by contract or otherwise, prohibit a merchant from offering a discount to a customer to induce the customer to pay by cash, check, or similar means, rather than by use of a credit card or its underlying account, for the purchase of goods or services.