

(A) NO PERSON MAY ENGAGE IN ANY UNFAIR[[,]] OR DECEPTIVE [FOR UNCONSCIONABLE]] TRADE PRACTICE IN THE SALE, LEASE, RENTAL OR LOAN OR IN THE OFFERING FOR SALE, LEASE, RENTAL OR LOAN OF ANY CONSUMER GOODS OR SERVICES, IN THE EXTENSION OF CONSUMER CREDIT, OR IN THE COLLECTION OF CONSUMER DEBTS.

(B) AN UNFAIR OR DECEPTIVE TRADE PRACTICE INCLUDES ANY FALSE, FALSELY DISPARAGING, OR MISLEADING ORAL OR WRITTEN STATEMENT, VISUAL DESCRIPTION OR OTHER REPRESENTATION OF ANY KIND, WHICH HAS THE CAPACITY, TENDENCY OR EFFECT OF DECEIVING OR MISLEADING CONSUMERS AND IS MADE IN CONNECTION WITH THE SALE, LEASE, RENTAL OR LOAN OF CONSUMER GOODS OR SERVICES; THE OFFERING FOR SALE, LEASE, RENTAL OR LOAN OF CONSUMER GOODS OR SERVICES; THE EXTENSION OF CONSUMER CREDIT; OR THE COLLECTION OF CONSUMER DEBTS. DECEPTIVE TRADE PRACTICES INCLUDE BUT ARE NOT LIMITED TO:

(1) REPRESENTATIONS THAT GOODS OR SERVICES HAVE SPONSORSHIP, APPROVAL, ACCESSORIES, CHARACTERISTICS, INGREDIENTS, USES, BENEFITS OR QUANTITIES THAT THEY DO NOT HAVE;

(2) REPRESENTATIONS THAT THE MERCHANT HAS A SPONSORSHIP, APPROVAL, STATUS, AFFILIATION OR CONNECTION THAT HE DOES NOT HAVE;

(3) REPRESENTATIONS THAT GOODS ARE ORIGINAL OR NEW IF THEY ARE DETERIORATED, ALTERED, RECONDITIONED, RECLAIMED OR SECOND HAND;

(4) REPRESENTATIONS THAT GOODS OR SERVICES ARE OF PARTICULAR STANDARD, QUALITY, GRADE, STYLE OR MODEL, IF THEY ARE OF ANOTHER;

[[(5) MISREPRESENTATION AS TO A MATERIAL FACT WHICH HAS A TENDENCY TO MISLEAD;]]

[[(6)]] (5) FAILURE TO STATE A MATERIAL FACT IF THE FAILURE DECEIVES OR TENDS TO DECEIVE;

[[(7)]] (6) DISPARAGING THE GOODS, SERVICES OR BUSINESS OF ANOTHER BY FALSE OR MISLEADING REPRESENTATIONS OF MATERIAL FACTS;

[[(8)]] (7) ADVERTISING OR OFFERING GOODS OR SERVICES WITHOUT INTENT TO SELL THEM OR SELL THEM AS ADVERTISED OR OFFERED;

[[(9)]] (8) ADVERTISING OR OFFERING GOODS OR SERVICES WITH INTENT NOT TO SUPPLY REASONABLY EXPECTED PUBLIC DEMAND, UNLESS THE ADVERTISEMENT OR OFFER DISCLOSES A LIMITATION OF QUANTITY OR OTHER QUALIFYING