

SCHEDULE 1

Commercial practices which are in all circumstances considered unfair

31. Creating the false impression that the consumer has already won, will win, or will on doing a particular act win, a prize or other equivalent benefit, when in fact either—

- (a) there is no prize or other equivalent benefit, or
- (b) taking any action in relation to claiming the prize or other equivalent benefit is subject to the consumer paying money or incurring a cost.