

BLAKE DAWSON WALDRON

L A W Y E R S

The Regional Director
Australian Competition and Consumer Commission
Level 5, Skygardens
Castlereagh Street
SYDNEY NSW 2000

Level 37
Grosvenor Place
225 George Street
Sydney NSW 2000

legal.info@bdw.com.au

Telephone (02) 9258 6000
Int + 61 2 9258 6000
Fax (02) 9258 6999
DX 355 Sydney

Locked Bag N6
PO Grosvenor Place
Sydney NSW 2000
Australia

Partner

Aldo Nicotra
Telephone (02) 9258 6108

Contact

Richard Westmoreland
Telephone (02) 9258 6353

Our reference

AN.RHW.02-1276-1260

Your reference

21 December 2000

Dear Regional Director

PlesTel Pty Limited – "Rental Dollars" Promotion – Third Line Force

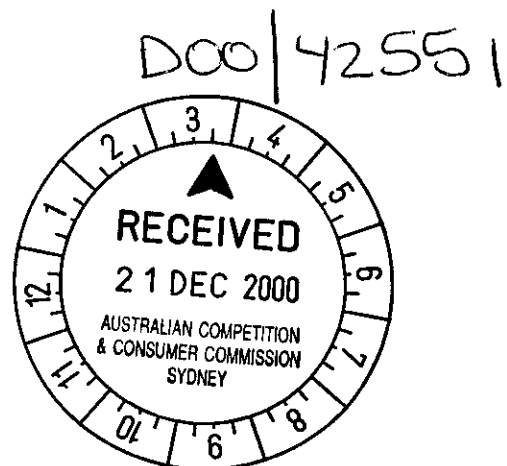
We act for the above company and on its behalf enclose the Form G Exclusive Dealing Notification together with our cheque for \$1000 made payable to the Commission.

Would you please acknowledge receipt of this letter on the attached copy.

Please contact the writer if there is any further information you require or any matter you wish to discuss in connection with this notification

Yours faithfully


Richard Westmoreland



SYDNEY
MELBOURNE
BRISBANE
PERTH
CANBERRA
LONDON
PORT MORESBY
JAKARTA
SHANGHAI
HONG KONG

COMMONWEALTH OF AUSTRALIA

Trade Practices Act 1974 - Sub-section 93(1)

EXCLUSIVE DEALING

NOTIFICATION

To the Australian Competition and Consumer Commission:

Notice is hereby given, in accordance with sub-section 93(1) of the *Trade Practices Act 1974*, of particulars of conduct or of proposed conduct of a kind referred to in sub-sections 47(6) or (7) of that Act in which the person giving notice proposes to engage.

1. (a) **Name of person giving notice**

PlesTel Pty Limited ACN 082 384 343 ("PlesTel")

(b) **Short description of business carried on by that person**

Supply of business communications products and services, including sale of mobile telephones and sale and servicing of "Commander" branded key telephone systems. (A key telephone system is similar to a small PABX; it is the class of telephone system most commonly used by small to medium sized businesses)

(c) **Address in Australia for service of documents on that person**

Phil Lipschitz
General Counsel and Company Secretary
PlesTel
5 Talavera Road
North Ryde
NSW 2113

2. (a) **Description of the goods or services in relation to the supply or acquisition of which this notice relates**

"Commander" brand key telephone systems.

(b) **Description of the conduct or proposed conduct**

PlesTel proposes to offer a voucher to consumers who rent or agree to rent a Commander telephone system. The face value of the voucher will be dependent on the monthly rental value of the Commander system rented by the consumer. Vouchers will be able to be redeemed against the purchase price of mobile telephone equipment from PlesTel.

It will be a condition of redemption of the voucher that when redeeming the voucher the consumer must purchase a mobile telephone, and this mobile telephone must be connected to Telstra's MobileNet mobile telephone network service through PlesTel.

(c) **Benefits of the Proposed Conduct**

The markets for key telephone systems, mobile telephones, and mobile telephone network services are all highly competitive.

2.

Commander telephone systems compete with products from companies such as NEC, Ericsson, Samsung and Panasonic. The market for mobile telephone network service is also very competitive, with many new companies entering the market. Telstra's MobileNet mobile telephone network service faces intense competition from companies such as Optus, Orange, OneTel and Vodaphone.

PlesTel believes that the proposed promotion offers increased value to consumers who rent Commander telephone systems, and will in this way increase competition in the supply of key telephone systems.

Consumers who rent Commander telephone systems will be under no obligation to accept a voucher. However, where consumers do take up this offer, the provision of the voucher is only financially viable for PlesTel if at least part of the value of the voucher is used to purchase a mobile telephone, and this telephone is connected through PlesTel to Telstra's MobileNet service.

3. (a) **Class or classes of persons to which the conduct relates**

Potential renters of Commander key telephone systems.

(b) **Number of those persons -**

As at the date of this notification, the number of Commander telephone systems in respect of which PlesTel enters into contracts for rent is in the order of 770 systems per month.

(c) **Where number of persons stated in items 3(b)(i) is less than 50, their names and addresses**

N/A

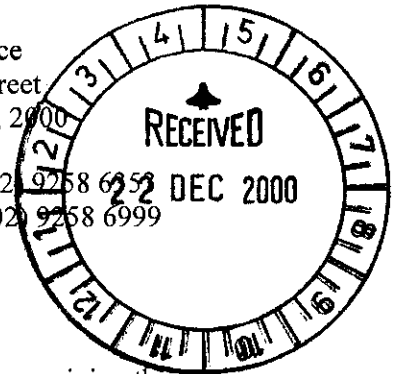
4. **Name and address of persons authorised by the person giving this notice to provide additional information in relation to this notice**

David Lieberman
Blake Dawson Waldron
Lawyers
Level 37
Grosvenor Place
225 George Street
Sydney, NSW, 2000

Telephone: (02) 9258 6103
Facsimile: (02) 9258 6999

Richard Westmoreland
Blake Dawson Waldron
Lawyers
Level 37
Grosvenor Place
225 George Street
Sydney, NSW, 2000

Telephone: (02) 9258 6953
Facsimile: (02) 9258 6999



Dated 21 December 2000



Signed on behalf of the person giving this notice

Philip
.....
(Signature)
MILIP LIPSCHUTZ
.....
(Full Name)
Company Secretary
.....
(Description)