



Consolidated Press Holdings Limited

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13 June 2001

D01/18006



BY HAND

Mr Tim Grimwade
Director, Adjudication Branch
Australian Competition and Consumer Commission
C/- Level 5, Skygarden
77 Castlereagh Street
SYDNEY NSW 2000



Dear Mr Grimwade

re: Hoyts Cinemas Limited ("Hoyts") – Notification to ACCC

Hoyts is a fully owned subsidiary of Consolidated Press Holdings Limited. Hoyts has agreed to participate in a promotion with Coca-Cola South Pacific Pty Ltd. I enclose, on behalf of Hoyts, the following:

- Form G - exclusive dealing notification together with a statement of public benefits; and
- Cheque for \$100 made payable to the ACCC.

All correspondence in relation to the notification should be addressed to me. I look forward to hearing from you in due course.

Yours sincerely,

Amanda Milin
Corporate Counsel

Encl.

cc: Brett Jordan, Hoyts Cinemas Limited

Form G

Commonwealth of Australia
Trade Practices Act 1974 --- Sub-section 93(1)
**EXCLUSIVE DEALING
NOTIFICATION**

To the Australian Competition & Consumer Commission:

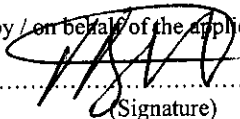
Notice is hereby given, in accordance with sub-section 93(1) of the Trade Practices Act 1974, of particulars of conduct or of proposed conduct of a kind referred to in sub-section 47(2), (3), (4), (5), (6) or (7), or paragraph 47(8) (a), (b) or (c) or (9) (a), (b), (c) or (d) of that act in which the person giving notice engages or proposes to engage.

(PLEASE READ DIRECTIONS AND NOTICES ON BACK OF FORM)

1. (a) Name of person giving notice
HOYTS CINEMAS LTD ACN 006 234 900
(See Direction 2 on the back of this form)
- (b) Short description of business carried on by that person
CINEMAS AND CINEMA RELATED ACTIVITIES (FILM EXHIBITION)
- (c) Address in Australia for service of documents on that person
LEVEL 6, 505 GEORGE STREET, SYDNEY, AUSTRALIA
2. (a) Description of the goods or services in relation to the supply or acquisition of which this notice relates
CINEMA TICKETS - BUY ONE GET ONE FREE
- (b) Description of the conduct or proposed conduct
WHEN A CONSUMER PURCHASES TWO BOTTLES OF 600ML PET 'COCA-COLA' AND TAKES THE LABELS TO PARTICIPATING CINEMAS THEY RECEIVE TWO ADULT MOVIE TICKETS FOR THE PRICE OF ONE AS DETERMINED BY THE CONDITIONS GOVERNING THE PROMOTION. HOYTS CINEMAS IS A PARTICIPATING CINEMA. A CONSUMER WHO DOES NOT PRESENT THE REQUIRED LABELS WILL NOT BE ABLE TO TAKE ADVANTAGE OF THIS PROMOTION.
(See Direction 4 on the back of this form)
3. (a) Class or classes of persons to which the conduct relates
A CONSUMER WHO REQUESTS TO TAKE ADVANTAGE OF THIS PROMOTION DOES NOT PRESENT THE REQUIRED LABELS.
- (b) Number of those persons--
(i) At present time N/A
(ii) Estimated within the next year N/A
- (c) Where number of persons stated in item 3 (b) (i) is less than 50, their names and addresses
N/A
4. Names and address of person authorised by the person giving this notice to provide additional information in relation to this notice
AMANDA MILIN, CORPORATE COUNSEL, CONSOLIDATED PRESS HOLDINGS LTD, LEVEL 3, 54 PARK STREET, SYDNEY
PH: 9282 8098 FAX: 9261 3148

Dated ~~Friday 8 June 2001~~
Wednesday 13 June

Signed by / on behalf of the applicant giving notice


.....
(Signature)

Peter Brett Jordan
.....
(Full Names)

General Manager Marketing
.....
(Description)

Notification for Third Line Forcing Conduct – Statement of public benefits

‘Coca-Cola’ 600ml Movie Promotion

Hoyts Cinemas Limited (“Hoyts”) has agreed to participate in a promotion with Coca-Cola South Pacific Pty Ltd.

When a consumer purchases two bottles of 600ml PET ‘Coca-Cola’ and takes the labels to Participating Cinemas they receive two adult movie tickets for the price of one. Hoyts is a participating Cinemas together with the Greater Union Organisation Pty Ltd, Birch Carroll and Coyle and Village Cinemas.

Hoyts will redeem all valid claims for movie tickets for the promotion during the promotion period 1 – 30 September 2001.

The Public Benefits

There are clear public benefits from the offer:

1. Any Australian consumer who purchases two 600ml PET ‘Coca-Cola’ is entitled to receive two cinema tickets for the price of one, representing a real saving to consumers.
2. The offer in no way limits the genuine choice of consumers to purchase cinema tickets without also purchasing another product.
3. The offer does not prevent consumers from making normal purchasing decisions for any product based on price and quality.
4. The offer in no way misleads consumers in relation to the price of any product.
5. The offer is not limited to any particular geographical area. The offer may be redeemed across Australia.

Public detriment

There does not appear to be any significant potential public detriment from the promotion. It is possible, but unlikely, that a consumer who has not purchased two bottles of 600ml PET ‘Coca-Cola’ may complain that they are not entitled to the offer.