



Australian Competition & Consumer Commission

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Our Ref: C2002/551
Contact Officer: Tim Grimwade
Contact Number: (02) 6243 1226

23 April 2002

Ms Kalina Symons
Marketing Coordinator
Val Morgan Cineticket Pty Ltd
PO Box 1519
Wangara WA 6947

Dear Ms Symons

Re: Third Line Forcing Notification Nos. N707294–N707299 lodged by six businesses

I refer to the above third line forcing notifications lodged with the Australian Competition and Consumer Commission (the Commission) on 8 April 2002, which have been placed on the Commission's public register.

The above notifications were lodged by the following businesses:

- Video Ezy Warilla (N707294) – offering a discount on VHS and DVD goods;
- McDonalds Innaloo (N707295) – offering a discount on food products;
- Video Ezy SA (N707296) – offering a 'hire one video get one free' deal;
- The Coffee Club Marion (N707297) – offering a discount on coffee products;
- Chicken Treat (N707298) – offering a discount on chicken products; and
- Woolshed on Hindley (N707299) – offering a 'two for one beer wine or cappuccino' deal.

In each case the discount offered is on condition that consumers present a cinema ticket, issued by Greater Union and supplied by Val Morgan Cineticket, which displays an advertisement from the relevant notifier. Legal immunity provided by the notifications came into force on 22 April 2002.



On the basis of the information that you have provided, I have decided not to make inquiries at this time concerning the notified conduct.

Please note that the Commission may act to remove the immunity afforded by these notifications at a later stage if it is satisfied that the likely benefit to the public from the conduct will not outweigh the likely detriment to the public from the conduct.

This letter has been placed on the Commission's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact me on (02) 6243 1226.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Tim Grimwade', written over a faint rectangular stamp.

Tim Grimwade
General Manager
Adjudication Branch

cc: Video Ezy Warilla
McDonalds Innaloo
Video Ezy SA
The Coffee Club Marion
Chicken Treat
Woolshed on Hindley