



**Australian Competition & Consumer Commission**

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Australia

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Our Ref: C2002/984  
Contact Officer: Jewel Gilbert

4 July 2002

Mr Paul Davis  
Blockbuster  
Phillip Marketplace  
Cnr Botany St & Hindmarsh Drive  
Phillip  
CANBERRA ACT 2606

Dear Mr Davis,

**Third line forcing notifications lodged by Davcorp Group Pty Ltd trading as Blockbuster Phillip N91010 and St Anna Simone Global Restaurants Pty Ltd N91011**

The above notifications were lodged with the Australian Competition and Consumer Commission (the Commission) on 26 June 2002 and have been placed on the Commission's public register.

You have described the notified conduct as involving a joint promotion between the notifying parties. Blockbuster Phillip will offer a discount for customers of St Anna Simone Global Restaurants Pty Ltd. St Anna Simone Global Restaurants Pty Ltd will offer a discount for Blockbuster customers if a particular product is purchased. Legal immunity provided by the third line forcing notifications will come into force on 10 July 2002.

On the basis of the information that you have provided, it is not intended that further action be taken in this matter at this stage.

Please note that the Commission may act to remove the immunity afforded by this notification at a later stage if it is satisfied that the public benefit arising from the notified conduct does not outweigh the public detriment arising from the conduct.



This letter has been placed on the Commission's public register. If you wish to discuss any aspect of this matter further, please do not hesitate to contact Jewel Gilbert on (02) 6243 1225.

Yours sincerely

A handwritten signature in black ink, appearing to be 'R Chadwick', written in a cursive style.

Dr Richard Chadwick  
Acting General Manager  
Adjudication Branch.