

National Office  
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Chullora NSW 2190  
Australia

FILE No:
DOC:
MARS/PRISM:

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3 May 2004

Australian Competition & Consumer Commission  
Adjudication Branch  
PO Box 1199  
DICKSON ACT 2602

Attention: Danielle Staltari

Dear Ms. Staltari,

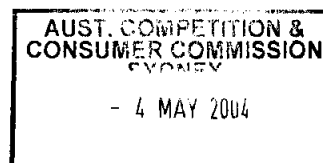
**NOTIFICATION OF EXCLUSIVE DEALING – LIQUORLAND (AUSTRALIA) PTY LIMITED  
AND LIQUORLAND (QLD) PTY LIMITED**

I enclose an Exclusive Dealing Notification Form for Liquorland (Australia) Pty Limited and Liquorland (Qld) Pty Limited, together with a cheque in the sum of \$200.00.

I look forward to hearing from you.

Yours faithfully

**Ilona Teremi**  
Solicitor – Coles Myer Liquor Group  
ilona.teremi@colesmyer.com.au



## Form G

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-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.

1. (a) Name of person giving notice.

*Liquorland (Australia) Pty Ltd, ABN: 007 512 414*

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

*Operation of retail liquor stores throughout Australia*

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

*62 Hume Highway, Chullora NSW 2190*

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

*Goods sold by Liquorland (Australia) Pty Ltd trading as Vintage Cellars and Donna Hay Magazine*

(b) Description of the conduct or proposed conduct

Donna Hay Magazine proposes to enter into an arrangement with Liquorland (Australia) Pty Ltd trading as Vintage Cellars under which Donna Hay Magazine proposes to offer it's subscribers an opportunity to purchase from Vintage Cellars one bottle of Yalumba Coonawarra Merlot 2001 valued at \$26.99 for free if they:

- i. Purchase six bottles of Yalumba Merlot 2003 from Vintage Cellars; and
- ii. Join the Vintage Cellars Wine Club.

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

*Current and future customers of Liquorland (Australia) Pty Limited trading as Vintage Cellars and Donna Hay Magazine.*

(b) Number of those persons--

(i) At present time: *Not Known*

(ii) Estimated within the next year: *Not Known*

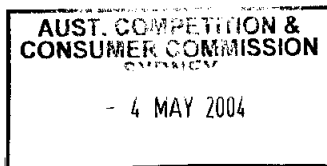
(c) Where number of persons stated in item 3 (b) (i) is less than 50, their names and addresses

*N/A*

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

*Ilona Teremi  
Solicitor  
Liquorland (Australia) Pty Ltd  
62 Hume Highway  
Chullora NSW 2190  
Fax: (02) 9795 7450*

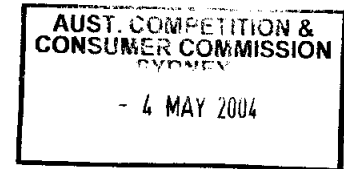
Dated *2/5/*.....,2004 Signed by/on behalf of the applicant giving notice



(Signature)

*Ilona Teremi*  
(Full Name)

Solicitor – Liquorland (Australia) Pty Ltd  
(Description)



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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-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.

1. (a) Name of person giving notice.

*Liquorland (QLD) Pty Ltd, ABN: 079 861 626*

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

*Operation of retail liquor stores throughout Queensland*

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

*62 Hume Highway, Chullora NSW 2190*

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

*Goods sold by Liquorland (QLD) Pty Limited trading as Vintage Cellars and Donna Hay Magazine*

(b) Description of the conduct or proposed conduct

Donna Hay Magazine proposes to enter into an arrangement with Liquorland (Qld) Pty Limited trading as Vintage Cellars under which Donna Hay Magazine proposes to offer it's subscribers an opportunity to purchase from Vintage Cellars one bottle of Salimiba Coonavan Merlot 2001 valued at \$26.99 for free if they:

- i. Purchase six bottles of Salimiba Coonavan merlot 2003 from Vintage Cellars; and
- ii. Join the Vintage Cellars Wine Club.

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

*Current and future customers of Liquorland (Qld) Pty Limited trading as Vintage Cellars and Donna Hay Magazine.*

(b) Number of those persons--

(i) At present time: *Not Known*

(ii) Estimated within the next year: *Not Known*

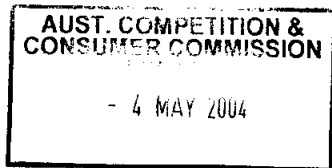
(c) Where number of persons stated in item 3 (b) (i) is less than 50, their names and addresses

*N/A*

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

*Ilona Teremi  
Solicitor  
Liquorland (QLD) Pty Ltd  
62 Hume Highway  
Chullora NSW 2190  
Fax: (02) 9795 7450*

Dated 3/5/....., 2004 Signed by/on behalf of the applicant giving notice



(Signature)

*Ilona Teremi*  
(Full Name)

Solicitor – Liquorland (QLD) Pty Limited  
(Description)