

PHOTO
CORPORATION
GROUP PTY LIMITED

Executive Offices

FILE No:
DOC:
MARS/PRISM:

3 March, 2004

Tim Grimwade
General Manager
Australian Competition and Consumer Commission
Adjudication Branch
PO Box 1199
Dixon
ACT 2602

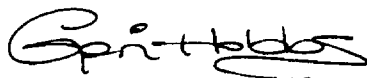
Dear Tim,

Re: Notification – Form G

Please find enclosed Form G Exclusive Dealing Notification together with a cheque for \$100 in relation to the prescribed fee.

I look forward to your confirmation of approval in relation to the proposed conduct.

Yours sincerely,



 Michael Roubicek
Group Commercial Manager

mcrgh0092

AUST. COMPETITION &
CONSUMER COMMISSION
CANBERRA
- 5 MARCH 2004

N91365

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.

(PLEASE READ DIRECTIONS AND NOTICES ON BACK OF FORM)

- (a) Name of person giving notice PHOTO CORPORATION OF AUSTRALIA PTY. LTD
(ABN 32 001 192 172)
(See Direction 2 on the back of this form)

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

(c) Address in Australia for service of documents on that person
LEVEL 1, 3 VICTORIA ROAD, PARRAMATTA, SYDNEY NSW 2150

- (a) Description of the goods or services in relation to the supply or acquisition of which this notice relates
RETAIL CONSUMER GOODS / PHOTOGRAPHIC PORTRAIT PHOTOGRAPHY

(b) Description of the conduct or proposed conduct
PROVIDING A GIFT VOUCHER TO A RETAIL CUSTOMER OF COLES MYER LTD (AND SUBSIDIARIES)
ENTITLING THEM TO A FREE PORTRAIT, SITTING AND PORTRAIT SUBJECT TO THE CUSTOMER
SPENDING NOT LESS THAN \$50 AT
A COLES MYER STORE
(See Direction 4 on the back of this Form)

- (a) Class or classes of persons to which the conduct relates
RETAIL CONSUMERS


(b) Number of those persons—
(i) At present time } ANY RETAIL CUSTOMER OF COLES MYER
(ii) Estimated within the next year. }

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

- Names and address of person authorised by the person giving this notice to provide additional information in relation to this notice MICHAEL C. ROUBIEK c/o PHOTO CORPORATION OF AUSTRALIA PTY. LTD
LEVEL 1, 3 VICTORIA ROAD, PARRAMATTA, SYDNEY NSW 2150

Dated 3 MARCH 2004

Signed by/on behalf of the applicant giving notice


.....
(Signature)
MICHAEL CAMERON ROUBIEK
.....
(Full Name)
DIRECTOR
.....
(Description)