



belgraviaformalwear

2nd December 2004

Adjudication Branch
ACCC
PO Box 1199
Dickson ACT 2602

FILE No
DOC: D04/59259
ADRS 01/04

To Whom It May Concern:

Please find enclosed Exclusive Dealing Notification form and cheque for \$100.

By way of further explanation, Belgravia Formalwear Pty Ltd is a men's formalwear hire business, with concession outlets located within 13 Myer stores in Victoria, NSW, SA and QLD. The concession businesses operate under the brand Lords Formalwear.

We would like to run a joint promotion with the Myer Bridal Registry by offering any Myer customer who registers with the Myer Bridal Registry a 10% discount on suit hire through Lords Formalwear.

This benefits the customer in the following ways:

- The customer pays less money to hire suits for their wedding.
- The customer is informed that both their gift registry and suit hire needs can be satisfied in the one location.

The promotion would run for 6 months as a trial with a view to extending it indefinitely upon its success.

If you have any further questions regarding this promotion, please contact me on (03) 9721 0923.

Yours sincerely,

Rebecca Tet Fong
National Marketing Manager



N91568

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)

1. (a) Name of person giving notice..... BELGRAVIA FORMALWEAR PTY LTD

(See Direction 2 on the back of this form)

(b) Short description of business carried on by that person
MEN'S FORMAL HIRE - CONCESSION BUSINESS LOCATED WITHIN MYER DEPARTMENT STORES

(c) Address in Australia for service of documents on that person
20 LONGSTAFF RD, BAYSWATER, VIC, 3153

2. (a) Description of the goods or services in relation to the supply or acquisition of which this notice relates
HIRE OF MEN'S SUITS AND ACCESSORIES

(b) Description of the conduct or proposed conduct
OFFER A DISCOUNT ON FORMAL HIRE TO ANY MYER CUSTOMER WHO REGISTERS WITH THE GIFT REGISTRY (10% DISCOUNT)

(See Direction 4 on the back of this Form)

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

(b) Number of those persons--

(i) At present time NIL

(ii) Estimated within the next year 40,000

(c) Where number of persons stated in item 3 (b) (i) is less than 50, their names and addresses
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4. Names and address of person authorised by the person giving this notice to provide additional information in relation to this notice.

REBECCA TET FONG, NATIONAL MARKETING MANAGER,
20 LONGSTAFF RD, BAYSWATER, VIC 3153

Dated 29 NOVEMBER 2004

Signed by/on behalf of the applicant giving notice



(Signature)

REBECCA TET FONG

(Full Name)

NATIONAL MARKETING MANAGER

(Description)