



**Australian
Competition &
Consumer
Commission**

Our Ref: C2004/1695
Contact Officer: Amanda Dadd
Contact Number: 6243 1391

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08 November 2004

Ms Simone Owen
National Marketing Manager
178-184 Boundary Road
BRAESIDE VIC 3195

Dear Ms Owen

**Third line forcing notification lodged by
Pioneer Electronics Pty Ltd (N91548)**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 14 October 2004.

This notification details a promotional arrangement whereby consumers are eligible to make a claim for \$150 or \$200 Cash Back when they purchase one of a number of nominated Canon Digital Video Cameras plus one of a number of nominated Pioneer DVD Recorders. To make a claim, customers must fully complete the official Claim Form and send it along with a copy of their receipt to "Canon & Pioneer Cash Back Promotion". Legal immunity provided by the notification commenced on 28 October 2004.

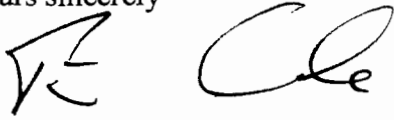
On the basis of the information that you have provided, it is not intended that further action be taken in this matter at this stage.

As with any notification, please note that the ACCC may act to remove the immunity afforded by this notification 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.

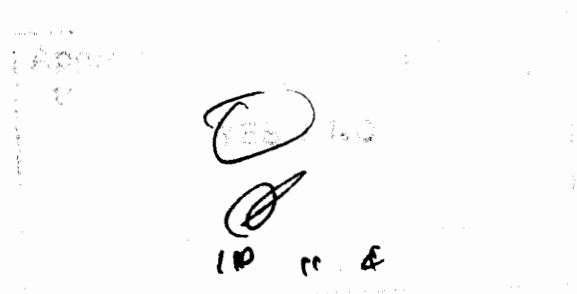


This letter has been placed on the ACCC's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact Amanda Dadd on 6243 1391.

Yours sincerely

Handwritten signature of Tim Grimwade, consisting of stylized initials 'TG' followed by a large, flowing 'G'.

Tim Grimwade
General Manager
Adjudication Branch

A faint rectangular stamp containing the word 'Approved' and a date '10/10/10'. Below the stamp, there are handwritten initials 'TG' and the date '10/10/10'.