



Our Ref: N91623 C2005/363  
Contact Officer: Neera Stephenson  
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**Australian  
Competition &  
Consumer  
Commission**

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4 March 2005

Mr Peter Sardelic  
c/- The Argyle Partnership  
Level 22  
1 Market Street  
SYDNEY NSW 2000

Dear Mr Sardelic

**Notification of exclusive dealing lodged by  
Azkanaad Pty Ltd (N91623)**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 25 February 2005. The notification has been placed on the ACCC's public register.

Azkanaad Pty Ltd (Volume Plus) has described the conduct as follows:

Volume Plus proposes to offer discounted fuel to customers on the redemption of bonus points accumulated by the customer on their smart card. Customers can accumulate points through the purchase of products from retailers participating in the programme.

Legal immunity conferred by the notification will come into force on 11 March 2005.

In 2004, the ACCC concluded a comprehensive consultation process in relation to a number of similar notifications relating to the petrol and grocery sectors. The ACCC has considered the above notification in light of submissions previously put to it by interested parties in relation to similar notifications and its own investigations. The ACCC considers that the notified conduct is likely to result in a net public benefit and does not intend to take any further action at this stage.

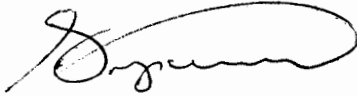
Please note, as with any notification, the ACCC may act to remove the immunity afforded by this notification at a later stage if it becomes satisfied that the likely benefit to the public from the conduct will not outweigh the likely detriment to the public from the conduct.

I also note that in promoting the offer consumers should be made aware of any exclusions or conditions that may apply.



This letter has been placed on the ACCC's public register. The ACCC has released a report and media release in relation to the consideration of a number of acquisitions in the petrol and grocery sectors, which can be found on the ACCC's website at [www.accc.gov.au](http://www.accc.gov.au). If you wish to discuss any aspect of this matter, please do not hesitate to contact Neera Stephenson on (02) 6243 1368.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Scott Gregson', with a large, sweeping loop at the end.

Scott Gregson  
A/g General Manager  
Adjudication Branch