



**Australian  
Competition &  
Consumer  
Commission**

Our Ref: N91626  
Contact Officer: Gavin Jones  
Contact Number: (03) 9290 1959

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27 March 2005

Ms Megan Perez  
General Counsel's Office  
American Express  
Level 20  
175 Liverpool Street  
SYDNEY NSW 2000

Dear Ms Perez

**Third line forcing notification lodged by  
American Express Australia Limited (N91626)**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the Commission) on 8 March 2005. The notification has been placed on the Commission's public register.

American Express (AMEX) has described the conduct as follows:

AMEX is a supplier of credit card services. Optus Mobile Pty Limited (Optus) is a supplier of mobile phone services. AMEX and Optus are undertaking a joint marketing initiative whereby certain AMEX card members will receive 7,500 Membership Rewards Bonus Points for the rewards program applicable to their card, when the card member:

- Enters into a minimum 24 month contract with Optus Mobile for the supply of mobile phone services; and
- Makes and initial payment for these services using their eligible AMEX card.

Legal immunity conferred by the notification will commence on 22 March 2005.

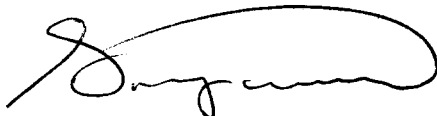
On the basis of the information provided, it is not intended that further action be taken in this matter at this stage.



Please note that the Commission 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 Commission's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact Gavin Jones on (03) 9290 1959.

Yours sincerely

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

Scott Gregson  
A/g General Manager  
Adjudication Branch