



Coles Myer Ltd.

ABN 11 004 089 936

3 May 2005

By ordinary mail

Scott Gregson
Acting General Manager
Adjudications Branch
Australian Competition and Consumer Commission
470 Northbourne Ave
DICKSON ACT 2602

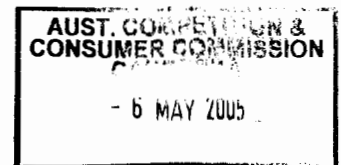
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Dear Mr Gregson

Third Line Forcing Notification

Please find enclosed:

1. Form G Exclusive Dealing Notification; and
2. Cheque in the sum of \$100.00.



Details of the notification are contained in the Application.

Please contact me on 03 9829 4812 if you wish to discuss any aspect of the Notification further.

Yours faithfully

Toni Molony
Company Solicitor – Coles Myer Supermarkets

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.

1. (a) Name of person giving notice:

Coles Supermarkets Australia Pty Ltd. (ABN 45 004 189 708) (COLES)

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

Operation of supermarket stores throughout Australia.

(c) Address in Australia for service of documents on that person:

800 Toorak Road, Tooronga, Victoria 3146

2. (a) Description of the goods or services in relation to the supply or acquisition of which this notice relates:

“Star Wars” Trilogy DVD box set

(b) Description of the conduct or proposed conduct:

All COLES stores will provide to a customer the goods described above at a price discounted by \$12.50 on the condition that the customer presents a discount coupon printed the back of a Hoyts theatre ticket.. This promotion commences on 19 May 2005 and ends on 16 June 2005.

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

Current and future customers of Hoyts.

(b) Number of those persons

(i) At present time: *Not known*

(ii) Estimated within the next year: *Not known*

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

Not applicable

4. Names and addresses of person authorised by the person giving this notice to provide additional information in relation to this notice:

Toni Molony
Company Solicitor
Coles Supermarkets Australia Pty Ltd
800 Toorak Road
Tooronga Vic., 3215
Fax – (03) 9829 5906

Dated...3 May..., 2005.

Signed by/on behalf of the applicant giving notice

.....*Toni Molony*.....
(Signature)

.....TONI MOLONY.....
(Full Name)

.....COMPANY SOLICITOR, COLES.....
(Description) MYER SUPERMARKETS