



**Australian  
Competition &  
Consumer  
Commission**

Our Ref: PRISM21764  
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11 May 2005

Ms Toni Molony  
Company Solicitor  
Coles Myer Supermarkets  
PO Box 2000  
GLEN IRIS VIC 3146

Dear Ms Molony

**Re: Exclusive Dealing Notification No. N91710 lodged by Coles Supermarkets Australia Pty Ltd**

I refer to the above notification lodged with the Australian Competition and Consumer Commission (ACCC) on 6 May 2005.

You have described the conduct as offering customers a price discount of \$12.50 on the sale of the "Star Wars" Trilogy DVD box set, on the condition that the customer presents a discount coupon printed on the back of a Hoyts theatre ticket. The promotion commences on 19 May 2005 and ends on 16 June 2005.

Legal immunity provided by the notification will commence on 20 May 2005.

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 Sarah McCarthy on (02) 6243 1235.

Yours sincerely

Scott Gregson  
A/g General Manager  
Adjudication Branch

