



**Australian  
Competition &  
Consumer  
Commission**

Our Ref: N40874  
Contact Officer: Jason Byrne  
Contact Number: 02 6243 1279

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30 May 2005

Mr Lucas Robertson  
Legal Department  
Kmart Australia Ltd  
800 Toorak Road  
TOORONGA VICTORIA 3146

Dear Mr Robertson

**Re: Exclusive Dealing Notification No. N40874 lodged by Kmart Australia Ltd**

I refer to the above notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 25 May 2005.

You have described the conduct as all Kmart stores to provide to a customer a "Star Wars" Trilogy DVD box set at a price discounted by \$12.50 on the condition that the customer presents a discount coupon printed on the back of a Hoyts theatre ticket (ticket having been purchased for the movie Star Wars: Episode III). The promotion commences on 19 May 2005 and ends on 16 June 2005.

Legal immunity provided by the notification will commence on 8 June 2005.

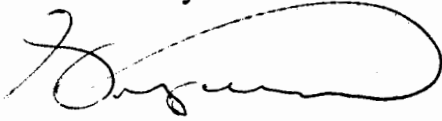
On the basis of the information that you have provided, it is not intended that further action be taken in this matter at this stage.

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 Jason Byrne on (02) 6243 1279.

Yours sincerely

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

**Scott Gregson**  
**A/g General Manager**  
**Adjudication Branch**