



**Australian  
Competition &  
Consumer  
Commission**

Our Ref: C2005/1071  
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20 July 2005

Ms Jacqueline Parks  
Legal Counsel  
Virgin Blue Airlines Pty Ltd  
PO Box 1034  
SPRING HILL QLD 4004

Dear Ms Parks

**Third line forcing notification N50165 lodged by Virgin Blue Airlines Pty Ltd**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 30 June 2005. The notification has been placed on the ACCC's public register.

Virgin Blue Airlines have described the conduct as the offer of a specified discount on selected Virgin Blue fares purchased during a specified period for travel during a further specified period to consumers who have spent at least a specified amount in any one transaction on their Coles Myer Source MasterCard or Coles Myer Card during a specified period.

Legal immunity conferred by the notification commenced on 14 July 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 Isabelle Arnaud on 02 6243 1049.

Yours sincerely

Scott Gregson  
A/g General Manager  
Adjudication Branch

