



Australian Competition & Consumer Commission

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Our Ref: C2004/404
Contact Officer: Amanda Dadd
Contact Number: 6243 1391

31 March 2004

Michael Roubicek
Photo Corporation of Australia Pty Ltd
Level 1, 3 Victoria Road
PARRAMATTA NSW 2150

Dear Mr Roubicek

**Re: Third line forcing notification No. N91365,
lodged by Photo Corporation of Australia Pty Ltd**

I refer to the above third line forcing notifications lodged with the Australian Competition and Consumer Commission (the Commission) on 05 March 2004.

You have described the conduct as the offer to consumers of a free portrait sitting and portrait upon presentation of a voucher obtained when customers spend \$50.00 or more at a Coles Myer Ltd store. Legal immunity provided by the notification commenced on 19 March 2004.

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 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 Amanda Dadd on 6243 1391.

Yours sincerely

Handwritten signature of Tim Grimwade, consisting of a stylized 'T' and 'G' followed by a large, flowing 'C'.

Tim Grimwade
General Manager
Adjudication Branch