



**Australian
Competition &
Consumer
Commission**

Our Ref: N31551
Your Ref: 187/12847/80021874
Contact Officer: Sarah Chubb
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2 March 2006

Mr Michael Corrigan
Partner
Clayton Utz
PO Box H3
Australia Square
Sydney NSW 1215
DX 370 Sydney

By facsimile: (02) 8220 6700

Dear Mr Corrigan

Third line forcing notification no. N31551 lodged by Universal Pictures (Australasia) Pty Ltd

I refer to the above third line forcing notification lodged by Universal Pictures (Australasia) Pty Ltd (Universal) with the Australian Competition and Consumer Commission (ACCC) on 24 February 2006. The notification has been placed on the ACCC's public register.

You describe the notified conduct in the following way:

From 10 April 2006 to 19 May 2006, Universal will supply \$5 to customers on condition that they send in to Universal:

- a coupon from a special promotional "Woodstock Bourbon" 6-pack available for sale at independent retail outlets throughout Australia; and
- a receipt for purchase of the "King Kong" DVD from any retail outlet.

Legal immunity provided by the notification will commence on 10 March 2006.

On the basis of the information 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 contact Sarah Chubb on (02) 6243 1088.

Yours sincerely

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

Scott Gregson
General Manager
Adjudication Branch