



Our Ref: N40974
Contact Officer: Melanie Brandis
Contact Number: (02) 6243 1061

**Australian
Competition &
Consumer
Commission**

2 May 2006

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Dear Ms Coghlan

Re: Third line forcing notifications No N40974

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 13 April 2006 on behalf of Peter Alexander Sleepwear Pty Ltd (Peter Alexander).

Peter Alexander proposes to give or allow a discount (by way of \$10 gift voucher) on Peter Alexander products on the condition that customer has spent \$100 or more in one transaction at a Just Jeans store in Australia and presented their Just-Shop loyalty card at the time of purchase.

On the basis of the information that has been provided, it is not intended that further action be taken in respect of the notification at this stage. Legal immunity conferred by the notification came into force on the 27 April 2006.

As with any notification, 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 Melanie Brandis on 02 6243 1061

Yours sincerely

Scott Gregson
General Manager
Adjudication Branch

