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19 January 2006

Australian Competition and Consumer Commission
Adjudication Branch
PO Box 1199
DICKSON ACT 2602

By Express Post

To Whom It May Concern:

Notification of Exclusive Dealing – Liquorland (Australia) Pty Ltd and Liquorland (Qld) Pty Ltd

I enclose an Exclusive Dealing Notification Form for Liquorland (Australia) Pty Ltd and Liquorland (Qld) Pty Ltd, together with a cheque in the sum of \$200.00

I look forward to hearing from you.

Yours faithfully

Ashley Johnson
Solicitor

AUSTRALIAN COMPETITION & CONSUMER COMMISSION 20 JAN 2006
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FORM G**COMMONWEALTH OF AUSTRALIA***Trade Practices Act 1974 – subsection 93(1)***EXCLUSIVE DEALING: NOTIFICATION**N92324
N92325

[Front of Form]

To the Australian Competition and Consumer Commission:

Notice is hereby given, in accordance with subsection 93(1) of the *Trade Practices Act 1974*, of particulars of conduct or of proposed conduct of a kind referred to in subsection 47(2), (3), (4), (5), (6) or (7), or paragraph 47(8)(a), (b) or (c) or 9(a), (b), (c) or (d), of that Act in which the person giving notice engages or proposes to engage.

(PLEASE READ DIRECTIONS AND NOTICE ON BACK OF FORM)

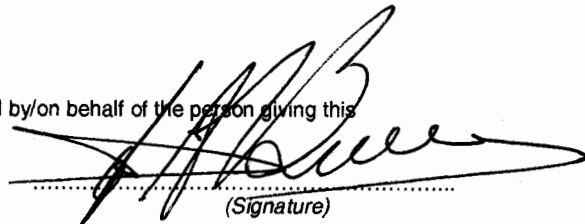
1. (a) Name of person giving notice:
Liquorland (Australia) Pty Ltd (ABN 82 007 512 414) ('LLA') and Liquorland (Qld) Pty Ltd (ABN 57 079 861 626) ('LLQ')
(See Direction 2 on the back of this Form)
- (b) Short description of business carried on by that person:
Retail sale of alcoholic beverages.
- (c) Address in Australia for service of documents on that person:
800 Toorak Road, Tooronga, Victoria, 3146
2. (a) Description of the goods or services in relation to the supply or acquisition of which this notice relates:
Goods sold by LLA and/or LLQ.
- (b) Description of the conduct or proposed conduct:
To enter into an arrangement with Pacific Magazines Pty Ltd (ABN 16 097 410 896) ('Pacific Magazines') and Brown Brothers Milawa Vineyard Pty Ltd (ABN 56 005 349 235) ('Brown Brothers') pursuant to which LLA and LLQ will give a free 750 mL bottle of Brown Brothers Moscato wine, to be supplied by Brown Brothers, to customers over 18 years of age who provide a specified coupon contained in the January 2006 and February 2006 issues of the *Marie Claire* magazine published by Pacific Magazines.
(See Direction 4 on the back of this Form)
3. (a) Class or classes of persons to which the conduct relates:
Current and future customers of LLA, LLQ and Pacific Magazines.
- (b) Number of those persons:
 - (i) At present time:
Unknown
 - (ii) Estimated within the next year:
Unknown
- (c) Where number of persons stated in item 3(b)(i) is less than 50, their names and addresses:
Not applicable.
4. Name and address of person authorised by the person giving this notice to provide additional information in relation to this notice:
Ashley Johnson
Solicitor
Coles Myer Liquor Group

800 Toorak Road
Tooronga VIC 3146

Dated20.....

notice:

Signed by/on behalf of the person giving this


.....
(Signature)

Richard Broug

(Full name)

General Manager, Merchandise – Coles
Myer Liquor Group

(Description)

DIRECTIONS

1. If there is insufficient space on this form for the required information, the information is to be shown on separate sheets, numbered consecutively and signed by or on behalf of the person giving the notice.
2. If the notice is given by or on behalf of a corporation, the name of the corporation is to be inserted in item 1(a), not the name of the person signing the notice, and the notice is to be signed by a person authorised by the corporation to do so.
3. In item 1(b), describe that part of the business of the person giving the notice in the course of which the conduct is engaged in.
4. If particulars of a condition or of a reason of the type referred to in subsection 47(2), (3), (4), (5), (6), (7), (8) or (9) of the *Trade Practices Act 1974* have been reduced in whole or in part to writing, a copy of the writing is to be provided with the notice.
5. In item 3(a), describe the nature of the business carried on by the persons referred to in that item.
6. In item 3(b)(ii), state an estimate of the highest number of persons with whom the person giving the notice is likely to deal in the course of engaging in the conduct at any time during the next year.

NOTICE

If this notification is in respect of conduct of a kind referred to in subsection 47(6) or (7), or paragraph 47(8)(c) or (9)(d), of the *Trade Practices Act 1974* ("the Act"), it comes into force at the end of the period prescribed for the purposes of subsection 93(7A) of the Act ("the prescribed period") unless the Commission gives a notice under subsection 93A(2) of the Act within the prescribed period, or this notification is withdrawn.

The prescribed period is 21 days (if this notification is given on or before 30 June 1996) or 14 days (if this notification is given after 30 June 1996), starting on the day when this notification is given.

If the Commission gives a notice under subsection 93A(2) of the Act within the prescribed period, this notification will not come into force unless the Commission, after completing the procedures in section 93A of the Act, decided not to give a notice under subsection 93(3A) of the Act. The notification comes into force when that decision is made.

If this notification is in respect of conduct of a kind referred to in subsection 47(2), (3), (4) or (5), or paragraph 47(8)(a) or (b) or (9)(a), (b) or (c), of the Act, it comes into force when it is given.