

FILE No:
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Form G

Commonwealth of Australia
Trade Practices Act 1974 --- Sub-section 93(1)

EXCLUSIVE DEALING NOTIFICATION

To the Australian Competition and Consumer Commission:

Notice is hereby given, in accordance with sub-section 93(1) of the *Trade Practices Act 1974*, of particulars of conduct or of proposed conduct of a kind referred to in sub-section 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 NOTICES ON BACK OF FORM)

1. (a) Name of person giving notice... EON VENTURES PTY LTD //CS (ECONOMY)

(See Direction 2 on the back of this form)

(b) Short description of business carried on by that person
online grocery retailer / www.economy.com.au

(c) Address in Australia for service of documents on that person
Gate 1, Woodlands St, Alton New 2016 NSW
PO Box 1600, Strathfield Hills NSW 212

2. (a) Description of the goods or services in relation to the supply or acquisition of which this notice relates
promotional vouchers and finance gift cards and special offers to members of the J&J Super program.
(b) Description of the conduct or proposed conduct

members will be able to purchase of these vouchers as per
(See Direction 4 on the back of this Form)

3. (a) Class or classes of persons to which the conduct relates
best deals shoppers who take part in the J&J Super program.

(b) Number of those persons--
(i) At present time Nil
(ii) Estimated within the next year values per month 6000

(c) Where number of persons stated in item 3 (b) (i) is less than 50, their names and addresses
.....
.....

4. Names and address of person authorised by the person giving this notice to provide additional information in relation to this notice.
ethel christine mcpherson of Conroy Dixon

Dated 06/07/2006

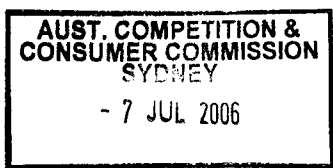
Signed by/on behalf of the applicant giving notice

Christine McPherson
.....
(Signature)

Christine McPherson
.....
(Full Name)

Remission Agent
.....
(Description)

Please see attached monthly submissions



Ph: 02 8319 3297 Fax: 02 8319 3255

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 sub-section 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 sub-section 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 sub-section 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 sub-section 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, decides 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.

Form G – Exclusive Dealing Notification
Attachment

Additional Information July Offer

efragrance is an online fragrance retailer that sells prestige fragrance (www.efragrance.com.au). The business is in its 6th year of trading.

efragrance was approached by Just Jeans (Adam Richardson, CRM Development Coordinator Just Jeans, 03 9420 0134), to be a partner in their Just Shop member offer between the period of July to August, 2006. Part of that offer included the provision of 200 x Lolita Lempicka fragrance samples and 200 x \$15 efragrance promotional vouchers to award to their customers across all levels of the Just Shop program.

efragrance are also to supply 3 x \$200 (value estimated by efragrance) Calvin Klein gift packs to be awarded to Gold and Platinum members.

The mechanism of redeeming these vouchers is as follows: Customers would be advised that they have won an efragrance voucher plus a Lolita Lempicka fragrance sample (1.2ml). Once members have added items to their shopping cart (customers do not need to purchase Lolita Lempicka) and are in the checkout process they are then able to apply a supplied generic voucher and expiry date to receive the discount which is deducted from the total. The customer can then continue with finalising the purchase. The voucher can be applied to any item on the site without restriction.

Additional Information Q4

Contact details for persons authorised to supply further information on this notice.

Christine Mayers
Promotions Manager
Ph: 02 8399 3244
Fax: 02 8399 3255
Email: christine@efragrance.com.au

Larry Dixon
Managing Director
Ph: 02 8399 3244
Fax: 02 8399 3255
Email: larry@efragrance.com.au

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Additional Information August/September Offer

efragrance is an online fragrance retailer that sells prestige fragrance (www.efragrance.com.au). The business is in its 6th year of trading.

efragrance was approached by Just Jeans (Adam Richardson, CRM Development Coordinator Just Jeans, 03 9420 0134), to be a partner in their Just Shop member offer between the period of August to the end of September, 2006. Part of that offer included the provision of 1000 x \$10 efragrance promotional vouchers to award to their customers across all levels of the Just Shop program.

efragrance are also to supply 15 x Designer Fragrances as prizes for the Gold and Platinum member offer.

The mechanism of redeeming these vouchers is as follows: Customers would be advised that they have won an efragrance voucher plus. Once members have added items to their shopping cart and are in the checkout process they are then able to apply a supplied generic voucher and expiry date to receive the discount which is deducted from the total. The customer can then continue with finalising the purchase. The voucher can be applied to any item on the site without restriction.

Additional Information Q4

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