



**Australian
Competition &
Consumer
Commission**

Our Ref: N31646
Contact Officer: Louise Hird
Contact Number: 02 6243 1272

PO Box 1199
Dickson ACT 2602
470 Northbourne Ave
Dickson ACT 2602
ph (02) 6243 1111
fax (02) 6243 1199
www.accc.gov.au

11 July 2006

Christie Mayers
Promotions Manager
Eon Ventures Pty Ltd
PO Box 1600
Stawberry Hills NSW 2012

Dear Ms Mayers,

Eon Ventures Pty Ltd Notification ~~N31633~~ N31646

80/13/7/06

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 7 July 2006. The notification has been placed on the ACCC's public register.

Eon, trading as Efragrance, proposes to supply to Just Jeans Pty Ltd ("**Just Jeans**") 200 Lolita Lempicka fragrance samples and 200 Efragrance vouchers worth \$15. Efragrance will also supply three Calvin Klein gift packs worth \$200, however these prizes may only be awarded to Gold and Platinum members. Just Jeans will supply these vouchers to customers on the condition that they are members of the Just Shop loyalty program. This offer will be valid in July 2006.

Efragrance also proposes to supply to Just Jeans 1000 Efragrance vouchers worth \$10. Efragrance will also supply fifteen designer fragrances, however these prizes may only be awarded to Gold and Platinum members. Just Jeans will supply these vouchers to customers on the condition that they are members of the Just Shop loyalty program. This offer is valid for August/September 2006.

Legal immunity conferred by the notification will come into force on 21 July 2006.

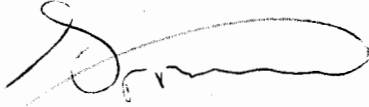
On the basis of the information that you have provided, it is not intended that further action be taken in this matter at this stage.

As with any notification, please note that the ACCC may act to remove the immunity afforded by the 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.



A copy of 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 Louise Hird on 02 6243 1272.

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