



**Australian  
Competition &  
Consumer  
Commission**

Our Ref: ~~N31615~~ N50184 (HM)  
Contact Officer: Louise Hird  
Contact Number: 02 6243 1272

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14 July 2006

Leigh Balderson  
Senior Legal Counsel  
Virgin Blue Pty Limited  
Level 7  
131 Barry Parade  
Fortitude Valley  
QLD 4006

Dear Mr Balderson,

**Third line forcing notification no. N50184 lodged by Virgin Blue Pty Limited**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 3 July 2006. The notification has been placed on the ACCC's public register.

You describe the notified conduct as Virgin Blue offering a specified discount on certain airfares to consumers who use their Visa card to purchase specified fares during the period 17 August 2006 to 31 August 2006.

I note your supporting submission states further that Virgin Blue proposes to offer a \$10 discount to customers who book flights with either Virgin, Pacific Blue or Polynesian Blue Sale fare (V class) on their Visa credit card between 17 and 23 August 2006 for travel between 17 October and 30 November 2006 and 1 and 28 February 2007.

Virgin Blue also proposes to offer a \$20 discount to customers who book flights with either Virgin Blue, Pacific Blue or Polynesian Blue lead-in Blue Saver fare (R Class) on their Visa credit card between 24 and 31 August 2006 for travel between 17 October and 30 November and 1 and 28 February 2007.

Legal immunity conferred by the notification will come into force on 17 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 long, sweeping horizontal stroke extending to the right.

Scott Gregson  
General Manager  
Adjudication Branch