



Australian
Competition &
Consumer
Commission

Our Ref: N31641
Contact Officer: Ilona Balint
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18 July 2006

Ms Jessica Mariani
Corporate Counsel
Village Cinemas Australia Pty Ltd
PO Box 2275
PRAHRAN VIC 3181

Dear Ms Mariani,

Re: Notification lodged by Village Cinemas Australia Pty Ltd – N31641

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 27 June 2006. The notification has been placed on the ACCC's public register.

Village Cinemas Australia Pty Ltd (Village) has described the conduct as follows:

"Village Cinemas wishes to promote the sale of tickets to the movie "Superman Returns" at its cinemas by offering to provide an entry ticket to the movie for \$5, on condition that the customer also produces 3 Superman Returns promotional labels from "Coca-Cola", "Diet Coke", "Coca-Cola Zero", "Fanta", "Fanta Zero", "Sprite", "Sprite Zero" or "Lift" beverages ("the Coca-Cola products"), or 1 Superman Returns promotional insert from a multipack of any of the Coca-Cola products. The offer would be promoted and facilitated by Coca-Cola South Pacific Pty Ltd."

Legal immunity conferred by the notification came into force on 11 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.

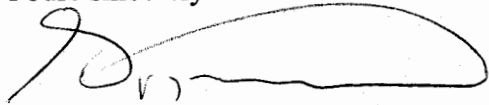
As with any notification, please note that the ACCC may act to remove the immunity afforded by the notification at a later stage if it is satisfied that the likely benefit to the public from the conduct will not outweigh the likely detriment to the public from the conduct.

As discussed please find attached a refund cheque for the overpayment of \$100.



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 Ilona Balint on (02) 6243 1113.

Yours sincerely

A handwritten signature in black ink, appearing to read 'S. Gregson', with a long horizontal flourish extending to the right.

Scott Gregson
General Manager
Adjudication Branch