



Herman Partners Pty Ltd
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FILE No:

DOC:

MARS/PRISM:

Our ref: MH:AL:2006/69
Contact: Ashleigh Le

Your ref:

25 July 2006

The General Manager
Adjudication Branch
Australian Competition and
Consumer Commission
P.O. Box 1199
DICKSON ACT 2602

Also By Email: adjudication@acc.gov.au

Dear Sirs

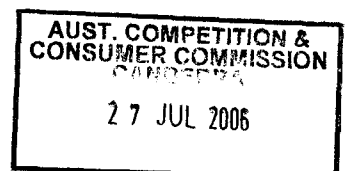
**SIMON'S FRANCHISING PTY LTD
EXCLUSIVE DEALING NOTIFICATION**

We enclose Form G Exclusive Dealing Notification together with a cheque made payable to the ACCC in the amount of \$2,500.00 being the notification fee.

Please confirm with our office when the Notification has been assessed for validity.

Yours faithfully


HERMAN PARTNERS



Form G

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

EXCLUSIVE DEALING NOTIFICATION

N92569

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), (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.

1. (a) Name of person giving notice

Simon's Franchising Pty Ltd

- (b) Short description of business carried on by that person

A system for the business and management of **franchised** retail outlets (selling a variety of household goods) trading under a common name and utilising certain intellectual property.

- (c) Address in Australia for service of documents on the person

Herman Partners
Level 8
140 Queen Street
Melbourne Victoria 3000

2. (a) Description of the goods or services in relation to the supply or acquisition of which this notice relates

Greeting Cards, Confectionery, Socks, gloves, beanies and scarves, Stationery, Candles, Giftware, Cleaning Products, Pet Products, Photo Frames and Albums, Health and Beauty, Display Flowers, Plastic Ware, Craft Products, Hair Care, Hair Accessories, Jewellery, Cosmetics, Stickers, Batteries, Toys, Party Supplies, Gift Bags, Art Products, and similar items.

- (b) Description of the conduct or proposed conduct

Franchisees are required to purchase all retail stock from the Franchisor (Simon's Franchising Pty Ltd).

3. (a) Class or classes of persons to which the conduct relates

Persons (franchisees) who enter into franchise agreements with Simon's Franchising Pty Ltd.

(b) Number of those persons

(i) At present time

Nil

(ii) Estimates within the next year

10

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

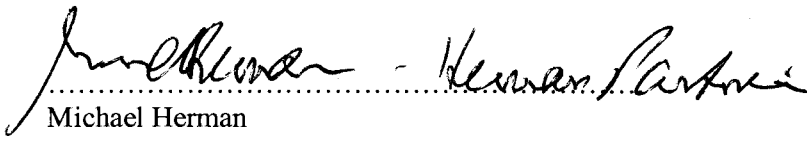
Not applicable at this time.

4. Names and address of person authorised by the person giving this notice to provide additional information in relation to this notice

Michael Herman
Herman Partners
Level 8
140 Queen Street
Melbourne VIC 300

Dated: 25 July 2006

Signed by/on behalf of the applicant giving notice


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Michael Herman
Herman Partners