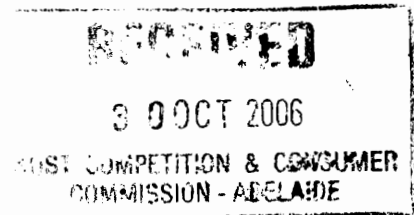


# Port Lincoln Times



Kelvin Binning  
Australian Competition & Consumer Commission  
G.P.O. Box 922  
Adelaide, SA 5001

Thursday, October 26, 2006

Dear Kelvin,

Please find enclosed a cheque for \$100 being for the lodgement of a Form G Exclusive Dealing Notification for Sonell Pty Ltd.

Following our discussion on October 10, I wish to formally request immunity from third line forcing for the nominated fuel outlets within the Petrol Price Buster promotion that the Port Lincoln Times conducted from the end of July 2006 to October 28 2006 but now is requested to be ongoing.

The community reaction to the fuel discounts offered through Petrol Price Busters has been extremely positive. More than 50 transactions a week were occurring with local people benefiting from the discounts offered.

There has been pressure put to bear by consumers to also have fuel discounts redeemable at Mobil Mortlock operated by Sonell Pty Ltd. This prompted the lodgement of this Form G Exclusive Dealing Notification on their behalf so they can offer customers this benefit.

I trust the form and explanation are sufficient to allow these fuel outlets operated by CL & JE Pople Pty Ltd, Stones Investments Pty Ltd and Sonell Pty Ltd to continue to honour the Petrol Price Buster fuel discount vouchers for the Port Lincoln community.

Should you require any further information or clarification please do not hesitate to call me.

Yours faithfully,

Brian Barnett  
Manager  
Port Lincoln Times Pty Ltd  
Ph. 08 8682 1055  
Fax 08 8682 4417  
Email: [brian.barnett@ruralpress.com](mailto:brian.barnett@ruralpress.com)

A.B.N. 22 007 893 325

6-8 Washington Street, Port Lincoln. P.O. Box 1672, Port Lincoln SA 5606  
Phone (08) 8682 1055. Fax (08) 8682 4417. Email: [lincolntimes@ruralpress.com](mailto:lincolntimes@ruralpress.com)  
Website: [www.portlincoln.yourguide.com.au](http://www.portlincoln.yourguide.com.au)

N60056

# 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... Sonell Pty Ltd

(See Direction 2 on the back of this form)

(b) Short description of business carried on by that person  
Retail fuel sales

(c) Address in Australia for service of documents on that person  
1 Swaffer Street, Port Lincoln SA 5606

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

(b) Description of the conduct or proposed conduct  
Provide fuel discount to customers who have been given fuel discount coupons for purchasing products from local retailers who are participating in a shop local campaign.

(See Direction 4 on the back of this Form)

3. (a) Class or classes of persons to which the conduct relates  
All customers who purchase products from participating businesses.

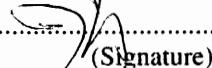
(b) Number of those persons--  
(i) At present time Not possible to estimate  
(ii) Estimated within the next year.....

(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... Brian Barnett, manager, Port Lincoln Times  
6-8 Washington Street, Port Lincoln  
PO Box 1672, Port Lincoln, SA 5606 Phone 08 8682 1055

Dated 26/10/2006

Signed by/on behalf of the applicant giving notice

  
(Signature)

MAL KEAST  
(Full Name)

MANAGER  
(Description)

