



**Australian
Competition &
Consumer
Commission**

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Our Ref: C2006/2038
Contact Officer: Tina Pigliardo
Contact Number: (03) 9290 1481

14 November 2006

Ms Anne-Marie Allgrove
Partner
Baker & McKenzie
PO Box R126
Royal Exchange
NSW 1223

Dear Ms Allgrove

**Re: Third line forcing notification N92679 – MasterCard Asia/Pacific (Australia)
Pty Ltd**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 1 November 2006. The notification has been placed on the ACCC's public register.

MasterCard Asia/Pacific (Australia) Pty Ltd (MasterCard) has described the conduct as follows:

MasterCard will offer to supply benefits and privileges to consumers on condition that they have acquired movie tickets from Village Roadshow, Greater Union, Birch Carroll and Coyle cinemas using their MasterCard credit card.

Legal immunity conferred by the notification will commence on 15 November 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 Ms Tina Pigliardo on (03) 9290 1481.

Yours sincerely

A handwritten signature in black ink, appearing to read 'D. Hatfield', written in a cursive style.

David Hatfield
A/g General Manager
Adjudication Branch