



Our Ref: C2006/2029  
Contact Officer: Kelvin Binning  
Contact Number: 02 6243 1351

**Australian  
Competition &  
Consumer  
Commission**

23 November 2006

Mr Brian Barnett  
Port Lincoln Times Pty Ltd  
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Dear Mr Barnett

**Third line forcing notification lodged by Sonell Pty Ltd N60056**

I refer to the above third line forcing notification lodged by Sonell Pty Ltd (Sonell) with the Australian Competition and Consumer Commission (the ACCC) on 30 October 2006. The notifications have been placed on the ACCC's public register.

Sonell proposes to engage in the following conduct:

to provide fuel discounts to customers who have been given fuel discount cards for purchasing products from local retailers that are participating in a shop local 'Petrol Price Buster' campaign.

Legal immunity conferred by the notifications commenced on 13 November 2006.

The ACCC has considered the above notifications in light of submissions previously put to it by interested parties in relation to similar notifications and its own investigations.

In light of this previous consideration and the information you have provided, the ACCC does not intend to take any further action at this stage.

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

I also note that in promoting the offer consumers should be made aware of any exclusions or conditions that may apply.



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 Kelvin Binning on 02 6243 1351.

Yours sincerely



*for* Scott Gregson  
General Manager  
Adjudication Branch

CC:

The Manager  
Sonell Pty Ltd  
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