



**Australian
Competition &
Consumer
Commission**

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Our Ref: 26564
Contact Officer: Isabelle Arnaud
Contact Number: 02 6243 1049

30 November 2006

Mr Scott Bouvier
Partner
Mallesons Stephen Jaques
Level 6, Governor Phillip Tower
1 Farrer Place
SYDNEY NSW 2000

Dear Mr Bouvier

Third line forcing notification N92718 lodged by Lion Nathan Pty Limited

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 28 November 2006. The notification has been placed on the ACCC's public register.

Lion Nathan proposes to supply beer and other alcohol products as part of a promotion in which:

- (a) magazines and other publications are supplied with a voucher that is printed on the magazine or publication, or otherwise attached or supplied with the magazine or publication; and
- (b) the bearer of that voucher may use the voucher to acquire beer or other alcohol products from liquor outlets nominated by Lion Nathan for free, at a discount, allowance, rebate or credit, or at a particular price.

The promotion may take place any time to 31 January 2008.

Legal immunity conferred by the notification will come into force on 12 December 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 Isabelle Arnaud on 02 6243 1049.

Yours sincerely

A handwritten signature in black ink, appearing to read 'S. Gregson', with a large, sweeping loop extending to the right.

Scott Gregson
General Manager
Adjudication Branch