



**Australian
Competition &
Consumer
Commission**

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Our Ref: N93169 and N93170
Contact Officer: Louise Hird
Contact Number: (03) 9290 1484

8 November 2007

Simon Snow
Partner
Gilbert + Tobin
Level 37
2 Park Street
Sydney NSW 2000

Dear Mr Snow

**Third line forcing Notifications N93169 and N93170 –
Brisbane Bears-Fitzroy Football Club Limited and Vodafone Pty Ltd**

I refer to the above third line forcing notifications lodged with the Australian Competition and Consumer Commission (ACCC) on 12 October 2007. The notifications have been placed on the ACCC's public register.

I understand notified conduct involves three forms of conduct:

- a) Vodafone offering to fund rebates on the cost of Brisbane Lions memberships on condition that the customer acquires nominated Vodafone products/services
- b) The Brisbane Lions offering to fund rebates on the cost of Brisbane Lions memberships on condition that the customer acquires nominated Vodafone products/services
- c) Vodafone offering customers discounts on Vodafone products and/or other benefits on condition that they are Brisbane Lions members.

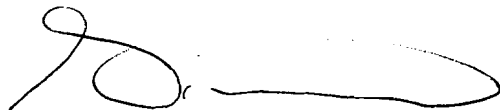
Legal immunity conferred by the notifications commenced on 28 October 2007.

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 these notifications 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 Louise Hird on 03 9290 1484 or at louise.hird@acc.gov.au.

Yours sincerely

A handwritten signature in black ink, appearing to be 'S. Gregson', with a long horizontal flourish extending to the right.

Scott Gregson
General Manager
Adjudication Branch