

Our Ref: C2007/2029  
Contact Officer: Gavin Jones  
Contact Phone: 03 9290 1475



**Australian  
Competition &  
Consumer  
Commission**

GPO Box 3131  
Canberra ACT 2601  
23 Marcus Clarke Street  
Canberra ACT 2601  
tel: (02) 6243 1111  
fax: (02) 6243 1199  
[www.accc.gov.au](http://www.accc.gov.au)

19 November 2007

Mr Steven Black  
National Assurance Manager  
Myer Pty Ltd  
7<sup>th</sup> Floor, 295 Lonsdale Street  
MELBOURNE VIC 3000

Dear Mr Black

**Third line forcing Notification N93189 – Myer Pty Ltd**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (ACCC) on 29 October 2007. The notification has been placed on the ACCC's public register.

The notified conduct can be described as Myer proposing to:

- supply gift cards, gift vouchers or discount vouchers and/or other promotional benefits on condition that the recipient will acquire a Myer Visa Card supplied by GE Capital Finance Australia, and
- supply goods, or gift cards and vouchers and/or other promotional benefits at a particular price, or free of charge, on condition that the customer purchases goods using their Myer Visa Card supplied by GE Capital Finance Australia.

Legal immunity conferred by the notification commenced on 12 November 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 this 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 Gavin Jones on 03 9290 1475.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Scott Gregson', written over a horizontal line.

Scott Gregson  
General Manager  
Adjudication Branch