



**Australian
Competition &
Consumer
Commission**

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Our Ref: C2007/2096
Contact Officer: Kristy Randall
Contact Number: (02) 6243 1061

20 November 2007

Anne-Marie Allgrove
Partner
Baker & McKenzie
AMP Centre
50 Bridge Street
Sydney NSW 1223

Dear Ms Allgrove

Third line forcing notification N93205 lodged by 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 7 November 2007. 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 proposes to run a trade promotion with the offer to supply benefits and privileges to a consumer on the condition that the consumer has made a purchase at a participating store operated by either Carma Consultants Ltd, trading as *World Cricket Store*, Concept Sports International Pty Ltd or TPF Event Merchandising.

Legal immunity conferred by the notification commences today, 21 November 2007.

On the basis of the information 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 Kristy Randall on (02) 6243 1061 or at Kristy.Randall@acc.gov.au.

Yours sincerely

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

Scott Gregson
General Manager
Adjudication Branch