



**Australian
Competition &
Consumer
Commission**

Our Reference: C2007/487
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16 February 2007

Mr Neil Coburn
Director
Helburn Petroleum Pty Ltd
157 Thompson Ave
COWES VIC 3922

Dear Mr Coburn

Third line forcing notification N92789 lodged by Helburn Petroleum Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (ACCC) on 5 February 2007. The notification has been placed on the ACCC's public register.

According to notification N92789, Helburn Petroleum Pty Ltd will provide a discount on a range of fuel products on condition that the consumer has purchased a specified value of goods from Coles or its affiliates.

Legal immunity conferred by the notification will commence on 19 February 2007.

The ACCC has considered the above notification with reference to submissions previously put to it by interested parties in relation to similar notifications, as well as 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 in this matter at this stage.

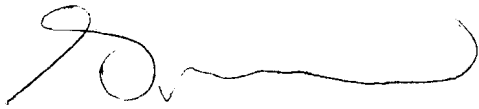
As with any notification, please note that the ACCC may act to remove the immunity afforded by this notification at a later stage if it is satisfied that the likely benefit to the public from the conduct will not outweigh the likely detriment to the public from the conduct.

I also note that in promoting the discount 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 Sarah Chubb on (02) 6243 1088.

Yours sincerely

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

Scott Gregson
General Manager
Adjudication Branch