



**Australian
Competition &
Consumer
Commission**

PO Box 1199
Dickson ACT 2602
470 Northbourne Ave
Dickson ACT 2602
ph (02) 6243 1111
fax (02) 6243 1199
www.accc.gov.au

Our Ref: N92837
Contact Officer: Isabelle Arnaud
Contact Phone: 02 6243 1049

27 February 2007

Ms Leigh Balderson
Lawyer
Virgin Blue Group
Centenary Square
131 Barry Parade
FORTITUDE VALLEY QLD 4006

Dear Ms Balderson

Third line forcing notification N92837 lodged by Velocity Rewards Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 22 February 2007. The notification has been placed on the ACCC's public register.

Velocity Rewards has described the proposed conduct as follows:

Rydges Hotel Group – Allocation of rewards points to members of the Loyalty Rewards Program associated with the Virgin Blue Group when they stay at hotels operated by Rydges Hotels Pty Limited.

Saville Hotel Group - Allocation of rewards points to members of the Loyalty Rewards Program associated with the Virgin Blue Group when they stay at hotels operated by Stockland Hotel Group Pty Limited (Saville Hotels).

Members will also have the opportunity to redeem their points for hotel services from both Rydges Hotels and Saville Hotels.

Dalgeddes Pty Ltd trading as Airport Parking - Allocation of rewards points to members of the Loyalty Rewards Program associated with the Virgin Blue Group when they acquire the airport parking facilities provided by Airport Parking in various locations in Australia and New Zealand.

Members will also have the opportunity to redeem their points for selected products and services with Airport Parking.



Brunel Chauffeur Drive and Limousine Pty Limited - Allocation of rewards points to members of the Loyalty Rewards Program associated with the Virgin Blue Group when they acquire chauffeured luxury car hire services provided by Brunel Chauffeur Drive and Limousines in certain cities throughout Australia.

Legal immunity conferred by the notification will come into force on 8 March 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 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, consisting of a large, stylized 'S' followed by a horizontal line.

Scott Gregson
General Manager
Adjudication Branch