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AUST. COMPETITION &
CONSUMER COMMISSION
SYDNEY
27 MAR 2007

Form G

Commonwealth of Australia
Trade Practices Act 1974 — subsection 93 (1)
NOTIFICATION OF EXCLUSIVE DEALING

To the Australian Competition and Consumer Commission:

Notice is hereby given, in accordance with subsection 93 (1) of the *Trade Practices Act 1974*, of particulars of conduct or of proposed conduct of a kind referred to subsections 47 (2), (3), (4), (5), (6), (7), (8) or (9) of that Act in which the person giving notice engages or proposes to engage.

PLEASE FOLLOW DIRECTIONS ON BACK OF THIS FORM

1. Applicant

(a) Name of person giving notice:
(Refer to direction 2)

N92869

ISUBSCRIBE PTY LTD

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(b) Short description of business carried on by that person:
(Refer to direction 3)

Sale of magazine subscriptions via our website www.isubscribe.com.au

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(c) Address in Australia for service of documents on that person:

*SUITE 303, 25 LIME ST
SYDNEY NSW 2000*

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2. Notified arrangement

(a) Description of the goods or services in relation to the supply or acquisition of which this notice relates:

Magazine subscriptions

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(b) Description of the conduct or proposed conduct:

Provision of magazine subscriptions to Westpac Plus customers via our website with the offer of additional discounts and/or 'value add' component.

(Refer to direction 4)

3. Persons, or classes of persons, affected or likely to be affected by the notified conduct

(a) Class or classes of persons to which the conduct relates:

(Refer to direction 5)

Westpac Plus (banking solution) customers aged between 18 and 29 years.

(b) Number of those persons:

(i) At present time:

0

(ii) Estimated within the next year:

(Refer to direction 6)

51,000

(c) Where number of persons stated in item 3 (b) (i) is less than 50, their names and addresses:

4. Public benefit claims

- (a) Arguments in support of notification:
(Refer to direction 7)

Benefits of to customers will be the additional discount they will receive off the listed price of any subscription on the site, as a Westpac Plus customer

- (b) Facts and evidence relied upon in support of these claims:

Their order will carry a discount and/or added value premium that is not available to the general public

5. Market definition

Provide a description of the market(s) in which the goods or services described at 2 (a) are supplied or acquired and other affected markets including: significant suppliers and acquirers; substitutes available for the relevant goods or services; any restriction on the supply or acquisition of the relevant goods or services (for example geographic or legal restrictions):
(Refer to direction 8)

The g+s will be available to residents of Australia who are part of the Westpac Plus base. There are no other restrictions

6. Public detriments

- (a) Detriments to the public resulting or likely to result from the notification, in particular the likely effect of the notified conduct on the prices of the goods or services described at 2 (a) above and the prices of goods or services in other affected markets:
(Refer to direction 9)

none.

- (b) Facts and evidence relevant to these detriments:

none.

7. Further information

- (a) Name, postal address and contact telephone details of the person authorised to provide additional information in relation to this notification:

Hunter Drinan - 02 9262 1722
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Dated..... *23.3.07*

Signed by/on behalf of the applicant

[Handwritten Signature]
.....
(Signature)

HUNTER DRINAN
.....
(Full Name)

ISUBSCRIBE PTY LTD
.....
(Organisation)

GENERAL MANAGER
.....
(Position in Organisation)

