



**Australian  
Competition &  
Consumer  
Commission**

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Our Ref: N92751 and N92752  
Contact Officer: Louise Hird  
Contact Number: (03) 9290 1484

3 January 2007

Peter Armitage  
Partner  
Blake Dawson Waldron  
Level 35  
225 George Street  
Sydney NSW 2000

Dear Mr Armitage

**Third line forcing Notifications N92751 and N92752 – Quickflix Ltd and  
Visa International Service Association**

I refer to the above third line forcing notifications lodged with the Australian Competition and Consumer Commission (the ACCC) on 22 December 2006. The notifications have been placed on the ACCC's public register.

You have described the notified conduct as Quickflix Ltd (**Quickflix**) offering a number of different discounts and/or prizes to individuals who use either a Visa debit or credit card to pay for goods or services supplied by Quickflix. These offers will not be valid for consumers who use a credit card from another credit card provider.

Legal immunity conferred by the notifications commences on 5 January 2006.

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 these notifications 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 Ms Louise Hird on 03 9290 1484 or at [louise.hird@accc.gov.au](mailto:louise.hird@accc.gov.au).

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