



**Australian
Competition &
Consumer
Commission**

Our Ref: N93055
Contact Officer: Louise Hird
Contact Number: (03) 9290 1484

PO Box 1199
Dickson ACT 2602
470 Northbourne Ave
Dickson ACT 2602
Tel: (02) 6243 1111
Fax: (02) 6243 1199
www.accc.gov.au

23 July 2007

Ayman Guirguis
Partner
Blake Dawson Waldron
Level 35, Grosvenor Place
225 George Street
Sydney NSW 2000

Dear Mr Guirguis

Third line forcing Notification N93055 – Price Attack Franchising Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (ACCC) on 4 July 2007. The notification has been placed on the ACCC's public register.

You have described the notified conduct as Price Attack Franchising Pty Ltd requiring, as part of its arrangements with its franchisees, that franchisees purchase specified products from Cosmetic Suppliers Pty Ltd (trading as Wella Australia).

Legal immunity conferred by the notification commenced on 18 July 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 Ms Louise Hird on 03 9290 1484 or at louise.hird@acc.gov.au.

Yours sincerely

A handwritten signature in black ink, appearing to be 'S. Gregson', written over a light grey rectangular background.

Scott Gregson
General Manager
Adjudication Branch