



**Australian
Competition &
Consumer
Commission**

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Our Ref: C2007/1808
Contact Officer: Gina D'Ettorre
Contact Number: 03 9290 1483

4 October 2007

Mr Roger Featherstone
Partner
Mallesons Stephen Jaques
Level 50, Bourke Place
600 Bourke Street
MELBOURNE VIC 3000

Dear Mr Featherstone

Third line forcing notification N93128 lodged by British Airways

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 28 September 2007. The notification has been placed on the ACCC's public register.

British Airways proposes to run a promotional campaign from 13 October 2007 to 31 October 2007, offering reduced airfares for certain flights to consumers for travel originating in Australia from 13 October 2007 to 31 October 2008 on condition that the consumer books such flights through the British Airways website using a MasterCard credit card.

Legal immunity conferred by the notification will come into force on 12 October 2007.

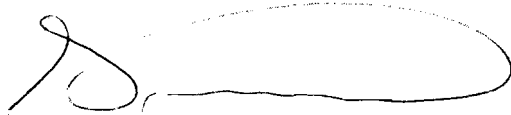
On the basis of the information provided, it is not intended that further action be taken in this matter at this stage.

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.

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 Gina D'Ettorre on 03 9290 1483 or by email at gina.dettorre@acc.gov.au.

Yours sincerely

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

Scott Gregson
General Manager
Adjudication Branch