



**Australian
Competition &
Consumer
Commission**

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Our Ref: C2008/1640
Contact Officer: Gavin Jones
Contact Number: 03 9290 1475

15 October 2008

Caroline Coops
Mallesons Stephen Jaques
Level 50 Bourke Place
600 Bourke Street
MELBOURNE VIC 3000

Dear Ms Coops

Third line forcing notification N93617 lodged by Universal Publishers Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 6 October 2008. The notification has been placed on the ACCC's public register.

You have described the notified conduct as Universal Publishers promoting a "Win a Playstation 3 UBD" promotion. To be eligible to enter the promotion customers must purchase an eligible UBD street directory from a selected Big W store between 10 November 2008 and 26 December 2008 and submit an entry via SMS.

Legal immunity conferred by the notification will commence on 20 October 2008.

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.

This assessment has been made on the basis that Universal Publishers will disclose all relevant terms and conditions to prospective customers.

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 Gavin Jones on (03) 9290 1475.

Yours sincerely

A handwritten signature in black ink, consisting of a large, stylized initial 'R' followed by a long, horizontal flourish.

Dr Richard Chadwick
General Manager
Adjudication Branch