



**Australian
Competition &
Consumer
Commission**

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Our Ref: C2008/1812
Contact Officer: Gina D'Ettorre
Contact Number: 03 9290 1483

25 November 2008

Mr Richard Ottley
Partner
SWAAB Attorneys
GPO Box 35
SYDNEY NSW 2001

Dear Mr Ottley

Third line forcing notification N93641 lodged by PureProtect Pty Limited

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 3 November 2008. The notification has been placed on the ACCC's public register.

PureProtect proposes to offer a franchise agreement to potential franchisees on condition that they acquire a web based software system known as "myworkspace" approved by PureProtect, and such other customer relationship management (CRM), business management and communication system determined by the franchisor from time to time.

The "myworkspace" system is a CRM, business management and accounting system.

Legal immunity conferred by the notification commenced on 17 November 2008.

On the basis of the information 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 PureProtect, in promoting the franchise arrangement, will ensure that potential franchisees are appropriately informed of the terms and conditions governing the franchise arrangement. The ACCC takes this opportunity to remind PureProtect of its obligations to prospective franchisees under

the Franchising Code of Conduct, in particular its duty to disclose all relevant conditions of the franchise agreement.

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 Gina D'Ettorre on 03 9290 1483.

Yours sincerely

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

Dr Richard Chadwick
General Manager
Adjudication Branch