



**Australian
Competition &
Consumer
Commission**

Our Ref: C2007/2297
Contact Officer: Gavin Jones
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28 December 2007

Megan Perez
Legal/Admin Assistant
General Counsel's Office
American Express Australia Limited
Level 28, 175 Liverpool Street
SYDNEY NSW 2000

Dear Ms Perez

Third line forcing notification N93241 – American Express Australia Limited

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (ACCC) on 11 December 2007.

You have described the notified conduct as American Express offering a bonus \$25 iTunes voucher to customers who purchase a Telstra Mobile Broadband Plan using their American Express Card.

Legal immunity conferred by the notification commenced on 25 December 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 Gavin Jones on 03 9290 1475.

Yours sincerely

Scott Gregson
General Manager
Adjudication Branch