



**Australian  
Competition &  
Consumer  
Commission**

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Our Ref: C2008/345  
Contact Officer: Isabelle Arnaud  
Contact Phone: 02 6243 1049

29 February 2008

Ms Emily Bird  
Legal Counsel  
Virgin Blue Airlines  
Level 12, 131 Barry Parade  
FORTITUDE VALLEY QLD 4006

Dear Ms Bird

**Third line forcing notification N93323 lodged by Velocity Rewards Pty Ltd**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 27 February 2008. The notification has been placed on the ACCC's public register.

Velocity Rewards proposes to offer, from time to time, for a limited time, Velocity members the opportunity to be awarded Velocity points when they purchase certain eligible goods and services from Virgin Mobile.

Legal immunity conferred by the notification will commence on 12 March 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.

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 Isabelle Arnaud on 02 6243 1049.

Yours sincerely

David Hatfield  
Acting General Manager  
Adjudication Branch