



**Australian
Competition &
Consumer
Commission**

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Our ref: N93255
Contact Officer: Kristy Randall
Contact Phone: (02) 6243 1061

28 December 2007

Ms Jessica McIntyre
Partnership Manager
International Customer Loyalty Programmes Pty Ltd
PO Box 1206
CROWS NEST NSW 1585

Dear Ms McIntyre

Third line forcing notification N93255 lodged by Luxottica Retail Australia Pty Ltd (trading as OPSM)

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 21 December 2007. The notification has been placed on the ACCC's public register.

According to the notification, Luxottica Retail Australia Pty Ltd (trading as OPSM) will contract with International Customer Loyalty Programmes Pty Ltd (ICLP) to make a number of offers in relation to the purchase of prescription frames, lenses and sunglasses to customers of OPSM who are holders of a VISA Platinum or VISA Infinite payment card. Customers wishing to take advantage of the offers must use their VISA Platinum Card or VISA Infinite Card to purchase the relevant products or services.

Legal immunity conferred by the notifications will come into force on 4 January 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 notifications 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 contact Kristy Randall on (02) 6243 1061.

Yours sincerely

A handwritten signature in black ink, consisting of a stylized 'S' followed by a long horizontal stroke that loops back to the start.

Scott Gregson
General Manager
Adjudication Branch