



**Australian  
Competition &  
Consumer  
Commission**

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Our Ref: N93245  
Contact Officer: Louise Hird  
Contact Number: (03) 9290 1484

16 January 2008

Marcus Bourget  
Corporate Counsel  
Virgin Mobile Australia  
Locked Bag 17  
Royal Exchange NSW 1225

Dear Mr Bourget

**Third line forcing Notification N93245 –  
Virgin Mobile (Australia) Pty Limited**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (ACCC) on 17 December 2007. The notification has been placed on the ACCC's public register.

You have described the notified conduct as Virgin offering existing customers of Virgin Money (Australia) Pty Limited a \$100 Myer voucher on condition that the customer connects to a 24 month post-paid mobile plan. The offer is only valid until 29 February 2008, and is only available for those customers connecting to a \$20, \$30, \$45 or \$65 cap plan with either a Nokia 6300 or Nokia 6131 handset.

Legal immunity conferred by the notification commenced on 31 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 Ms Louise Hird on 03 9290 1484 or at [louise.hird@acc.gov.au](mailto:louise.hird@acc.gov.au).

Yours sincerely

A handwritten signature in black ink, appearing to read 'D Hatfield', written in a cursive style.

David Hatfield  
Acting General Manager  
Adjudication Branch