

Our Ref: Trackit 36068
Contact Officer: John Rouw
Contact Number: (03) 9290 1402



**Australian
Competition &
Consumer
Commission**

December 2008

Rose Owen
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Dear Ms Owen

**Third line forcing notifications N93730 and N93731 lodged by Australian
Multiplex Cinemas P/L and The Hoyts Corporation P/L**

I refer to the above third line forcing notifications lodged with the Australian Competition and Consumer Commission (the ACCC) on 18 December 2008.

Australian Multiplex Cinemas P/L and The Hoyts Corporation P/L ('AMC' and 'Hoyts') propose to offer movie tickets to a specific movie at a particular price or discount to customers who present an original coupon obtained from relevant News Limited newspapers.

Legal immunity conferred by the notifications will commence on 1 January 2009.

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 these 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.

This assessment has been made on the basis that AMC and Hoyts will disclose all relevant terms and conditions to prospective customers.

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 John Rouw on (03) 9290 1402.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'Richard Chadwick'.

Dr Richard Chadwick
General Manager
Adjudication Branch