



**Australian
Competition &
Consumer
Commission**

GPO Box 3131
Canberra ACT 2601

23 Marcus Clarke Street
Canberra ACT 2601

tel: (02) 6243 1111
fax: (02) 6243 1199

www.accc.gov.au

Our Ref: 36365
Contact Officer: Simon Mitchell
Contact Number: 03 9290 6909

28 January 2009

Lindsay Kyle
Partner
Baker & McKenzie
AMP Centre
50 Bridge St
Sydney NSW 2000

Dear Ms Kyle

Third line forcing notification N93748 lodged by Levi Strauss (Australia) Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 22 January 2009. The notification has been placed on the ACCC's public register.

Under the notified arrangement Levis Strauss proposes to offer distributorship agreements on the condition that the distributor acquires certain Levi's branded products only from the nominated suppliers specified in the distributor agreement.

Legal immunity conferred by the notification will commence on 5 February 2009.

On the basis of the information that you have provided, it is not intended that further action be taken in relation to this notification at this stage.

As with any notification, please note that the ACCC may act to remove the immunity afforded by this 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.

This assessment has been made on the basis that Levi Strauss will disclose all relevant terms and conditions to current and prospective distributors.

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 Simon Mitchell 03 9290 6909.

Yours sincerely

A handwritten signature in black ink, appearing to be 'R Chadwick', with a long horizontal flourish extending to the right.

Dr Richard Chadwick
General Manager
Adjudication Branch