



**Australian  
Competition &  
Consumer  
Commission**

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Our Ref: C2009/1436  
Contact Officer: Clare McGinness  
Contact Number: (02) 6243 1049

24 August 2009

Derek Sutherland  
Partner  
DibbsBarker  
Level 14, 120 Edward Street  
Brisbane QLD 4000

Sent via email: [derek.sutherland@dibbsbarker.com](mailto:derek.sutherland@dibbsbarker.com)

Dear Mr Sutherland

**Third line forcing notification N94054 lodged by Mr Rental Australia Ltd**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 28 July 2009. The notification has been placed on the ACCC's public register.

Mr Rental Australia Ltd proposes to offer membership to its Keeping Life Simple Club (KLS Club) loyalty program, on condition that a person is renting goods (for a minimum of 12 months) from participating Mr Rental Stores which may be operated by an independent franchisee of Mr Rental Australia.

Legal immunity conferred by the notification commenced on 11 August 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 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.

This assessment has been made on the basis that Mr Rental will disclose all relevant terms and conditions to prospective clients.

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 Clare McGinness on (02) 6243 1049.

Yours sincerely

A handwritten signature in black ink, appearing to be 'Richard Chadwick', written over a light grey rectangular background.

Dr Richard Chadwick  
General Manager  
Adjudication Branch