



**Australian
Competition &
Consumer
Commission**

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Our Ref: N94456
Contact Officer: Jaime Martin
Contact Number: (03) 9290 1477

12 February 2010

Ms Laura Hartley
DibbsBarker
GPO Box 983
Sydney NSW 2001

By email: laura.hartley@dibbsbarker.com

Dear Ms Hartley

**Third line forcing notification N94456 lodged by Ricegrowers Limited
(Ricegrowers)**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 25 January 2010. The notification has been placed on the ACCC's public register.

You have described the conduct as involving Ricegrowers offering to supply the right to enter a promotion, or supply a prize, on condition that consumers purchase two rice cake products from Woolworths. Ricegrowers will refuse to offer the right to enter a promotion, or refuse to supply a prize, if consumers have not purchased two rice cake products from Woolworths.

I note that the conduct described above will occur over a 6 week promotion period only.

Legal immunity conferred by the notification commenced on 8 February 2010.

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 all relevant terms and conditions of the promotion will be disclosed to consumers.

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 Ms Jaime Martin on (03) 9290 1477.

Yours sincerely

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

Dr Richard Chadwick
General Manager
Adjudication Branch