



**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

Contact Officer: Erin Donohue
Contact Number: (02) 6243 1291

28 July 2010

Ms Wai Wong
Compliance & Risk Manager
Myer Pty Ltd
Level 7, 800 Collins Street
Docklands VIC 3008

Dear Ms Wong

Third line forcing notification N94860 lodged by Myer Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 22 July 2010. The notification has been placed on the ACCC's public register.

Myer Pty Ltd is proposing to supply, or offer to supply discounts on merchandise from the Miss Shop department to consumers on condition that they acquire goods from Boost Juice Bars. Discount vouchers redeemable at Myer will be distributed by Boost Juice Bars to consumers.

Legal immunity conferred by the notification will commence on 5 August 2010.

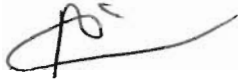
On the basis of the information that you have provided, it is not intended that further action be taken in this matter at this stage.

This assessment has been made on the basis that Myer Pty Ltd and Boost Juice Bars will disclose all relevant terms and conditions to prospective customers.

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 Erin Donohue on (02) 6243 1291.

Yours sincerely

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

Dr Richard Chadwick
General Manager
Adjudication Branch