



**Australian
Competition &
Consumer
Commission**

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Our Ref: 43751
Contact Officer: David Seccombe
Contact Number: 02 6243 1394

25 October 2010

Mr Daniel Reardon
Director, Snapfish Asia Pacific
Hewlett-Packard Australia Pty Ltd
410 Concord Road
Rhodes NSW 2138

Dear Mr Reardon

**Third line forcing notifications N95057 and N95058 lodged by Hewlett-Packard
Australia Pty Ltd**

I refer to the above third line forcing notifications lodged with the Australian Competition and Consumer Commission (the ACCC) on 14 October 2010. The notifications have been placed on the ACCC's public register.

Hewlett-Packard Australia (HP) proposes, through its Snapfish digital photo printing website (www.snapfish.com.au), to offer 20 free (excluding postage and handling) photocards with envelopes to consumers on condition that they purchase the 8 November 2010 issue of Pacific Magazines' *New Idea* magazine. That issue will be on sale until 14 November 2010, with purchasers able to redeem the offer of credit until 31 December 2010. Purchasers will then have until 31 January 2011 to create and order their photocards with envelopes. Purchasers may only redeem this offer once per household.

HP also proposes, through www.snapfish.com.au, to offer a gift product in the form of a glitter snow globe, gift tags or star Christmas ornament to consumers for free (excluding postage and handling) on condition that they purchase the 22 November 2010 issue of ACP Magazines' *Woman's Day* magazine. That issue will be on sale until 28 November 2010, with purchasers able to redeem the offer until 17 December 2010. Purchasers will then have until 14 January 2011 to create and order their chosen gift product. Purchasers may only redeem this offer once per household.

Legal immunity conferred by the notification will commence on 28 October 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 HP, Pacific Magazines and ACP Magazines 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 David Secombe on (02) 6243 1394 or Darrell Channing on (02) 6243 4925.

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