



**Australian  
Competition &  
Consumer  
Commission**

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Our Ref: C2010/1018  
Contact Officer: Gareth Jamieson  
Contact Number: (02) 6243 4980

3/12/2010

Amanda Bodger  
Partner  
Mallesons Stephens Jacques  
Level 50, Bourke Place  
600 Bourke Street  
Melbourne VIC 3000

Dear Ms Bodger

**Third line forcing notification N95175 lodged by Sensis Pty Ltd**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 12 November 2010. The notification has been placed on the ACCC's public register.

Sensis Pty Ltd (**Sensis**) proposes to enable eligible Yellow Pages advertisers to make available to consumers certain special offers called "Offer of the Day" through a new Yellow Pages website. Sensis proposes to supply the service of enabling customers to purchase an Offer of the Day from the site on the condition that the consumer acquires PayPal services from PayPal.

Legal immunity conferred by the notification commenced on 26 November 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 Sensis will disclose all relevant terms and conditions to prospective clients. The ACCC also notes that legal immunity conferred by the notification applies to Sensis and will not extend to firms providing products or services for the "Offer of the Day".

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 Gareth Jamieson on (02) 6243 4980.

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