



**Australian
Competition &
Consumer
Commission**

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Our Ref: 46560
Contact Officer: Pamela Cue
Contact Number: 02 6243 1066

16 August 2011

Helen Anness
Wesfarmers Corporate Solicitors Office
Coles Support Centre
800 Toorak Road
Hawthorn East VIC 3123

Sent via email: Helen.Anness@coles.com.au

Dear Ms Anness

Third line forcing notification N95493 lodged by Coles Supermarkets Australia Pty Ltd

I refer to the above third line forcing notification which was received by the Australian Competition and Consumer Commission (the ACCC) on 27 July 2011 and validly lodged on 28 July 2011. The notification has been placed on the ACCC's public register.

Coles Supermarkets Australia Pty Ltd (Coles) proposes to make particular bonus 'Sports for Schools' voucher offers available to customers, on condition that the customer uses a Coles Group Source Mastercard, which is provided by GE Capital Finance Australia, to pay for their purchases.

Legal immunity conferred by the notification commenced on 11 August 2011.

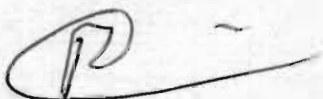
On the basis of the information that you have provided, it is not intended that further action be taken in this matter at this stage.

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 Coles 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 Pamela Cue on (02) 6243 1066.

Yours sincerely

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

Dr Richard Chadwick
General Manager
Adjudication Branch