



**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

Our Ref: TRACKIT:46794
Contact Officer: Gina D'Ettorre
Contact Number: 0402 783 981

13 September 2011

Mr Ben Arnall
Legal Counsel
Amalgamated Holdings Limited
Level 10, 49 Market Street
Sydney NSW 2000

Dear Mr Arnall

**Third line forcing notification N95532 lodged by
The Greater Union Organisation Pty Limited**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 26 August 2011. The notification has been placed on the ACCC's public register.

Greater Union proposes to offer discounted movie tickets and candybar items to Optus customers, employees and contractors living and working in Australia (Optus Beneficiaries). The rewards will be offered to Optus Beneficiaries via the website - optusrewards.com.au, on condition that the customer is also a customer or employee of Optus. The promotion will run from 21 July 2011 to 20 July 2012.

Legal immunity conferred by the notification commenced on 9 September 2011.

On the basis of the information 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 Greater Union and Optus 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 Gina D'Etterre on 03 9290 1483.

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