



**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: C2011/328
Contact Officer: Ian Lawrence
Contact Number: 02 6243 1058

20 April 2011

David James
DealMe Pty Limited
PO Box 1012
INGLEBURN NSW 1890

Dear Mr James

Third line forcing notification N95330 lodged by DealMe Pty Limited

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 24 March 2011. The notification has been placed on the ACCC's public register.

I understand DealMe Pty Limited (DealMe) proposes to offer various promotional benefits, such as pricing discounts, rebates or coupons redeemable for vouchers offered by DealMe, if a person purchases selected vouchers, using an accepted payment service provider specified by DealMe at the time of the promotion.

Further, I understand the initial proposal is that DealMe will offer a promotion to customers paying via PayPal but other accepted payment service providers; Visa, Mastercard, American Express (provided these credit cards are issued by banks within Australia) and BPAY may be specified from time to time in future promotions.

Legal immunity conferred by the notification commenced on 7 April 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.

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 Mr Ian Lawrence on (02) 6243 1058.

Yours sincerely

A handwritten signature in black ink, consisting of a large, stylized 'C' followed by a horizontal line extending to the right.

Dr Richard Chadwick
General Manager
Adjudication Branch