



**Australian
Competition &
Consumer
Commission**

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Our Ref: C2012/724
Contact Officer: Jasmine Tan
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3 September 2012

Richard Stewart
Legal Counsel
2-10 Hood Street
Airport West VIC 3042

By email: richardstewart@thegoodguys.com.au

Dear Mr Stewart

**Third line forcing notifications N96056 & N96057N lodged by The Muir
Electrical Company Pty Ltd & The Good Guys Discount Warehouses
(Australia) Pty Ltd**

I refer to the above third line forcing notifications lodged with the Australian Competition and Consumer Commission (the ACCC) on 15 August 2012. The notifications have been placed on the ACCC's public register.

The Muir Electrical Company and The Good Guys Discount Warehouses (Australia) each propose to offer a bonus or incentive to customers on condition that customers acquire from GE Finance Ltd (trading as GE Money) the interest-free financing option for the purchase of retail goods. The bonus or incentive will be financed and provided directly by the offerer, being either The Muir Electrical Company or The Good Guys Discount Warehouses (Australia).

Legal immunity conferred by the notifications commenced on 29 August 2012.

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

These assessments have been made on the basis that The Muir Electrical Company, The Good Guys Discount Warehouses (Australia), and GE Finance Ltd will disclose all relevant terms and conditions to prospective clients at the

point of sale and will continue to fulfil their obligations under the *Competition and Consumer Act 2010*.

A copy of this letter has been placed on the ACCC's public register. If you wish to discuss any aspect of these matters, please do not hesitate to contact Jasmine Tan on (02) 6243 1363, or by email to jasmine.tan@acc.gov.au.

Yours sincerely

A handwritten signature in blue ink, consisting of a stylized initial 'R' followed by a long horizontal line extending to the right.

Dr Richard Chadwick
General Manager
Adjudication Branch