



**Australian
Competition &
Consumer
Commission**

Our Ref: 49606
Contact Officer: John Rouw
Contact Number: (03) 9290 1402

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17 September 2012

Roger Gibson
Manager, Legal
Virgin Australia
PO Box 1034
SPRING HILL QLD 4004

By email: Natalie.mironov@virginaustralia.com.au

Dear Mr Gibson

Third line forcing notification N96131 lodged by Velocity Rewards Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 30 August 2012. The notification has been placed on the ACCC's public register.

Velocity Rewards Pty Ltd proposes to allocate rewards points to program members when they or associated persons (such as their employer) purchase, either directly or indirectly through an agent or marketing consolidator, advertising from a specified publisher of print or online media. The first proposed media partner will be loyalty.com.au Pty Ltd acting as a marketing contractor for News Ltd.

Legal immunity conferred by the notification began on 13 September 2012.

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 Velocity Rewards, loyalty.com.au, News Ltd and any future media partners 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 contact John Rouw on (03) 9290 1402.

Yours sincerely

A handwritten signature in blue ink, consisting of a stylized 'R' followed by a long horizontal stroke.

Dr Richard Chadwick
General Manager
Adjudication Branch