

Blanch, Belinda

From: McDonald, Peter
Sent: Monday, 8 October 2012 5:11 PM
To: Chadwick, Richard; Giannakos, Anna
Subject: Loyalty Pacific - third line forcing notification

Dear Anna and Richard

I refer the third line forcing notification N95793 lodged by Loyalty Pacific Pty Ltd earlier this year.

As a matter of courtesy, Loyalty Pacific wishes to update the ACCC on two additional corporate participants in the flybuys program.

1. Analytical Systems Pty Ltd, trading as Bookarestaurant.com.au. flybuys members can earn flybuys points from Loyalty Pacific by using the Bookarestaurant service to make a restaurant booking. A fixed number of points are earned for using bookarestaurant.com.au to make a booking and eat at a relevant restaurant.
2. Freecause, Inc. flybuys members can earn flybuys points from Loyalty Pacific by using the Freecause internet search 'toolbar', which is compatible with the *Yahoo* search engine. The flybuys member will earn points for initiating searches up to a monthly points cap.

This information is not confidential and can be included on the ACCC public register.

Kind regards

Peter

Peter McDonald
Partner
Herbert Smith Freehills

T [+61 3 9288 1567](tel:+61392881567)
www.herbertsmithfreehills.com

Please consider the environment before printing this email

Herbert Smith Freehills LLP and its subsidiaries and Herbert Smith Freehills, an Australian Partnership, are separate member firms of the international legal practice known as Herbert Smith Freehills.

Further information is available from www.herbertsmithfreehills.com.