



**Australian
Competition &
Consumer
Commission**

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Our Ref: 47905
Contact Officer: Helena Knapik
Contact Number: (03) 9658 6473

31 January 2012

Ms Danielle Tibbles
Managing Director
Healthy Life Media Pty Ltd
Level 7, 28 Foveaux Street
Surrey Hills NSW 2010

CC: Ms Emma Zipper
General Counsel
Bupa Australia Group
PO Box 14639
Melbourne VIC 8001

Dear Ms Tibbles

Third line forcing notification N95669 lodged by Healthy Life Media Pty Ltd.

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 5 January 2012. The notification has been placed on the ACCC's public register.

Healthy Life Media proposes to give a 10% discount on a 12 month subscription to Healthy Food Guide Magazine on the condition that those customers have private health insurance with Bupa Australia.

Legal immunity conferred by the notification commenced on 19 January 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 Healthy Life Media Pty Ltd 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 Helena Knapik on (03) 9658 6473.

Yours sincerely

A handwritten signature in black ink, appearing to read 'D Jones', written in a cursive style.

David Jones
A/g General Manager
Adjudication Branch