



**Australian
Competition &
Consumer
Commission**

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Our Ref: C2012/268
Contact Officer: Gina D'Ettorre
Contact Number: 03 9290 1483

2 May 2012

Ms Johdi Farrell
General Manager – Compliance
Deals Direct Pty Ltd
PO Box 1012
INGLEBURN NSW 1890

Dear Ms Farrell

Third line forcing notification N95802 lodged by DealsDirect Pty Ltd

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

DealsDirect Pty Ltd trading as DealsDirect.com.au, proposes to make specific promotional offers to customers from time to time, on condition that the customer is a member of a particular qualifying sporting or social organisation, or has entered into a specific type of subscription with a particular qualifying newspaper or other media organisation.

Promotional offers will include discounts, allowances, rebates or credits (for example free shipping).

Legal immunity conferred by the notification commenced on 19 April 2012.


On the basis of the information 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 DealsDirect and any other relevant party 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 Gina D'Ettorre on 03 9290 1483.

Yours sincerely

A handwritten signature in black ink, appearing to be 'R Chadwick', with a long horizontal flourish extending to the right.

Dr Richard Chadwick
General Manager
Adjudication Branch