



**Australian
Competition &
Consumer
Commission**

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Our Ref: 48759
Contact Officer: Mark Basile
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(0 May 2012

Ross Zaurrini
Partner
Ashurst Australia
Level 36, 225 George Street
Sydney NSW 2000

Dear Mr Zaurrini

Third line forcing notification N95842 lodged by Coca-Cola Amatil (Aust) Pty Ltd

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

Coca-Cola Amatil (Aust) Pty Ltd (CCA) proposes to offer to supply three cases of 600ml Coca-Cola free of charge to small businesses who are existing CCA customers on condition that those customers enter into a contract to acquire electricity from Origin Energy Electricity Limited (Origin). CCA intends to engage in this conduct until 31 March 2013.

Legal immunity conferred by the notification will commence on 14 May 2012.

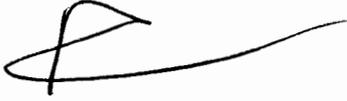
On the basis of the information that you have provided, it is not intended that further action be taken in this matter at this stage.

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 CCA and Origin will disclose all relevant terms and conditions to prospective customers.

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 Mark Basile on (03) 9290 1855.

Yours sincerely

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

Dr Richard Chadwick
General Manager
Adjudication Branch