

Our Ref: C2012/370
Contact Officer: Shane Chisholm
Contact Number: (02) 6243 1036



**Australian
Competition &
Consumer
Commission**

22 May 2012

Ben Keep
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Dear Mr Keep

**Third line forcing notification N95847 lodged by MasterCard Asia Pacific
(Australia) Pty Ltd**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 27 April 2012. The notification has been placed on the ACCC's public register.

MasterCard Asia Pacific (Australia) Pty Ltd proposes to offer products or services (in the form of a prize promotion involving flights, concert tickets, accommodation and spending money) to persons who have acquired a debit MasterCard issued by a third party financial institution.

Legal immunity conferred by the notification commenced on 11 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 MasterCard and MCM Media 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 Shane Chisholm on (02) 6243 1036

Yours sincerely

A handwritten signature in blue ink, appearing to be 'Richard Chadwick', written over a horizontal line.

Dr Richard Chadwick
General Manager
Adjudication Branch