



Australian
Competition &
Consumer
Commission

Our Ref: N96858
Contact Officer: Tanya Hobbs
Contact Number: 02 6243 1029

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17 July 2013

Jon Vontolken
Assistant Manager
Berkelouw Books Paddington

By fax: (02) 9360 3124

Dear Mr Vontolken

Third line forcing notification N96858 lodged by Berkelouw Leichhardt Pty Ltd t/a Berkelouw Books

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 16 July 2013. The notification has been placed on the ACCC's public register.

Berkelouw Books Pty Ltd (Berkelouw Books) proposes to offer benefits to customers of its Paddington store who are MasterCard holders. In particular, Bekelouw Books proposes to offer a free glass of wine from its café for every \$50 a purchase made in the bookshop using a MasterCard. Bekelouw Books also proposes to offer a \$120 special to MasterCard holders which includes dinner with an evening of jazz music and a library of purchase recommendations by the Berkelouw Brothers.

Legal protection conferred by the notification will commence on 30 July 2013.

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 legal protection provided 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 Berkelouw Books and MasterCard 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 Tanya Hobbs on 02 6243 1029.

Yours sincerely

David Hatfield
Acting General Manager
Adjudication Branch