



**Australian  
Competition &  
Consumer  
Commission**

Our Ref: 52028  
Contact Officer: Tanya Hobbs  
Contact Number: 02 6243 1029

GPO Box 3131  
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21 August 2013

23 Marcus Clarke Street  
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Mr Nick Topfer  
Law Graduate  
Foxtel Management Pty Ltd

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Dear Mr Topfer

**Third line forcing notification N96914 lodged by Foxtel Management Pty Limited**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 14 August 2013. The notification has been placed on the ACCC's public register.

Foxtel Management Pty Limited (Foxtel) proposes to offer a competition prize on condition that people entering the competition buy a marked Mount Franklin 'Lightly Sparkling' beverage. This is a promotional event and entrants are not required to acquire a product from Foxtel.

Legal protection conferred by the notification will commence on 28 August 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 Foxtel and Mount Franklin 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

Dr Richard Chadwick  
General Manager  
Adjudication Branch