



**Australian  
Competition &  
Consumer  
Commission**

Our Ref: 52218  
Contact Officer: Luke Griffin  
Contact Number: 02 6243 1114

GPO Box 3131  
Canberra ACT 2601

17 September 2013

23 Marcus Clarke Street  
Canberra ACT 2601

Mr Ben Arnall  
Legal Counsel  
Amalgamated Holdings Limited

tel: (02) 6243 1111  
fax: (02) 6243 1199

[www.accc.gov.au](http://www.accc.gov.au)

By email: [ben\\_arnall@ahl.com.au](mailto:ben_arnall@ahl.com.au)

Dear Mr Arnall

**Third line forcing notification N96957 lodged by The Greater Union Organisation Pty Ltd (Greater Union)**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 10 September 2013. The notification has been placed on the ACCC's public register.

Greater Union proposes to offer various discounts and the chance to win a prize on condition customers use their Mastercard to pay. The promotional period extends until 24 April 2014.

Legal protection conferred by the notification will commence on 24 September 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 Greater Union 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 Luke Griffin on 02 6243 1114.

Yours sincerely

Dr Richard Chadwick  
General Manager  
Adjudication Branch