



**Australian
Competition &
Consumer
Commission**

Our Ref: 52356
Contact Officer: Luke Griffin
Contact Number: 02 6243 1114

GPO Box 3131
Canberra ACT 2601

2 October 2013

23 Marcus Clarke Street
Canberra ACT 2601

James Barker
Anisimoff Legal
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Dear Mr Barker

Third line forcing notification N96995 lodged by Australian Health & Nutrition Association Limited t/a Sanitarium Health & Wellbeing Company

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 1 October 2013. The notification has been placed on the ACCC's public register.

The Australian Health & Nutrition Association Limited t/a Sanitarium Health & Wellbeing Company proposes to offer discounted entry fees to the Sanitarium Weet-Bix Kids Try-athlon series on condition the parent or guardian of the entrant is a member of a Bupa health fund or member of Triathlon Australia.

Legal protection conferred by the notification will commence on 15 October 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 the Sanitarium Health & Wellbeing Company 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