

Our Ref: 52382  
Contact Officer: Anna Giannakos  
Contact Phone: (03) 9290 6920



**Australian  
Competition &  
Consumer  
Commission**

10 October 2013

GPO Box 3131  
Canberra ACT 2601

23 Marcus Clarke Street  
Canberra ACT 2601

Charles Antoun  
The Cheesecake Shop Pty Ltd  
Corporate Counsel

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**By email: [CharlesA@cheesecake.com.au](mailto:CharlesA@cheesecake.com.au)**

Dear Mr Antoun

**Notification N97020 submitted by The Cheesecake Shop Pty Ltd –  
request for material to be excluded from the public register**

I refer to the notification lodged by The Cheesecake Shop Pty Ltd with the Australian Competition and Consumer Commission (the ACCC) on 3 October 2013.

I have considered your request that Annexure A to the notification be excluded from the ACCC's public register.

As you are aware, the ACCC is generally required under section 95 of the *Competition and Consumer Act 2010* (the Act) to place documents provided to it in relation to a notification on the ACCC's public register. The Act provides that a person submitting a document in relation to a notification may request that the document or parts thereof be excluded from the public register by reason of the nature of certain information contained in the document.

As a person authorised to make a decision for and on behalf of the ACCC in relation to such a request, I advise that Annexure A will not be placed on the public register.

With respect to the annexure described above that The Cheesecake Shop Pty Ltd seeks to have excluded from the public register, the ACCC will not disclose this information to any third parties, other than the ACCC's legal and economic advisors, without first obtaining your written consent or unless compelled to do so by law.

This letter has been placed on the ACCC's public register.

Should you have any queries in relation to this matter, please do not hesitate to contact Anna Giannakos on (03) 9290 6920 or by email to [anna.giannakos@accc.gov.au](mailto:anna.giannakos@accc.gov.au).

Yours sincerely

A handwritten signature in blue ink, appearing to be 'Richard Chadwick'.

Dr Richard Chadwick  
General Manager  
Adjudication Branch