

Our Ref: 50682
Contact Officer: Mark Basile
Contact Number: (03) 9290 1855



**Australian
Competition &
Consumer
Commission**

12 February 2013

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Dear Mr Cossetto

Third line forcing notification N96554 lodged by Stuart Alexander & Co Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 7 February 2013. The notification has been placed on the ACCC's public register.

Stuart Alexander & Co Pty Ltd proposes to offer consumers entry into a competition on condition the consumer purchases Chupa Chup confectionary from participating retailers nominated by Stuart Alexander & Co Pty Ltd.

Legal protection conferred by the notification will commence on 21 February 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 Stuart Alexander & Co Pty Ltd and participating retailers 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 Mark Basile on (03) 9290 1855.

Yours sincerely

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

Dr Richard Chadwick
General Manager
Adjudication Branch