



Australian
Competition &
Consumer
Commission

Our Ref: N96839, N96840
Contact Officer: Tanya Hobbs
Contact Number: 02 6243 1029

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10 July 2013

Mr Ben Arnall
Legal Counsel
Amalgamated Holdings Limited

By email: ben_arnall@ahl.com.au

Dear Mr Arnall

Third line forcing notifications N96839 & N96840 lodged by The Greater Union Organisation Pty Ltd and Birch Carroll & Coyle Limited

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 4 July 2013. The notification has been placed on the ACCC's public register.

The Greater Union Organisation Pty Ltd and Birch Carroll & Coyle Limited propose to offer benefits (in the form of discounted ticket and food vouchers) to their customers on condition that those customers are members of National Roads & Motorists' Association Limited (NRMA).

Legal protection conferred by the notification will commence on 18 July 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 Greater Union Organisation Pty Ltd, Birch Carroll & Coyle and NRMA 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

Rose Webb
Executive General Manager
Mergers and Adjudication Group