



**Australian
Competition &
Consumer
Commission**

Our Ref: 54078
Contact Officer: John Rouw
Contact Number: (03) 9290 1402

GPO Box 3131
Canberra ACT 2601

17 March 2014

23 Marcus Clarke Street
Canberra ACT 2601

Eric Chan
Director
Alchymia Pty Ltd trading as Colour Me Mine
Shop 4
29 Holtermann St
CROWS NEST NSW 2065

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

www.accc.gov.au

Dear Mr Chan

Third line forcing notification N97312 lodged by Alchymia Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 11 March 2014. The notification has been placed on the ACCC's public register.

Alchymia Pty Ltd, trading as Colour Me Mine, will offer to MasterCard holders to waive its studio fee for up to six painters per visit (customers will pay for the ceramics painted). Cardholders wishing to take advantage of the promotion will have to pay using their MasterCard from 27 March 2014 to 27 September 2014.

Legal protection conferred by the notification will commence on 25 March 2014.

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 Alchymia 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 John Rouw on (03) 9290 1402.

Yours sincerely

Dr Richard Chadwick
General Manager
Adjudication Branch