



**Australian
Competition &
Consumer
Commission**

Our Ref: TRACKIT 54309
Contact Officer: Gina D'Ettorre
Contact Number: 03 9290 1483

GPO Box 3131
Canberra ACT 2601

23 Marcus Clarke Street
Canberra ACT 2601

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

www.accc.gov.au

7 April 2014

Mr Alex Temesvari
Deputy General Manager
Hayden Orpheum Picture Palace

By email: alex@orpheum.com.au

Dear Mr Temesvari

Third line forcing notification N97348 lodged by Hayden Theatres Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 3 April 2014. The notification has been placed on the ACCC's public register.

Hayden Theatres Pty Ltd proposes to offer customers a 2 for 1 ticket movie ticket for Thursday night sessions on condition that the customer uses MasterCard to pay for certain products.

Legal protection conferred by the notification will commence on 17 April 2014.

On the basis of the information 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 Hayden Theatres 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 Gina D'Ettorre on 03 9290 1483.

Yours sincerely

Dr Richard Chadwick
General Manager
Adjudication Branch