



Australian
Competition &
Consumer
Commission

Our Ref: 54374
Contact Officer: Anna Giannakos
Contact Number: (03) 9290 6920

GPO Box 3131
Canberra ACT 2601

14 April 2014

23 Marcus Clarke Street
Canberra ACT 2601

Debbie Tan
Commercial Director
Eugene Tan t/a Aquabumps

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

www.accc.gov.au

By email: debbie@aquabumps.com

Dear Ms Tan

Third line forcing notification N97362 lodged by Eugene Tan t/a Aquabumps

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 10 April 2014. The notification has been placed on the ACCC's public register.

The Applicant, through its Aquabumps Gallery, is proposing to offer customers who purchase a Beach Blog book, a complimentary Day at Bondi book, on condition that the customer uses a Master Card to purchase the book/s. The promotion will run between 29 May 2014 – 29 November 2014.

Legal protection conferred by the notification will commence on 24 April 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 Eugene Tan t/a Aquabumps 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 Anna Giannakos on (03) 9290 6920.

Yours sincerely

Dr Richard Chadwick
General Manager
Adjudication Branch