



**Australian
Competition &
Consumer
Commission**

Our Ref: 54335
Contact Officer: John Rouw
Contact Number: (03) 9290 1402

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Canberra ACT 2601

15 April 2014

23 Marcus Clarke Street
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Jay Lansdown
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Dear Mr Lansdown

Third line forcing notification N97355 lodged by Monstrum Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 9 April 2014. The notification has been placed on the ACCC's public register.

Monstrum Pty Ltd, trading as Constant Reader Bookshop, is entering into a contract with MasterCard Australia for a six-month period to offer MasterCard holders a free book light when they purchase a certain amount in store using their MasterCard (the total purchase must be over \$40).

Legal protection conferred by the notification will commence on 23 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 Monstrum Pty Ltd 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