



**Australian
Competition &
Consumer
Commission**

Our Ref: 54881
Contact Officer: Hannah Ransom
Contact Number: (02) 6243 1255

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Canberra ACT 2601

13 June 2014

23 Marcus Clarke Street
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Mr Toby Moritz
Lawyer
Herald & Weekly Times Pty Limited

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By email: toby.moritz@news.com.au

Dear Mr Moritz,

Third line forcing notification N97489 lodged by Dinosaurs Touring

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 12 June 2014. The notification has been placed on the ACCC's public register.

Dinosaurs Touring proposes to offer a total of 1000 free tickets to the "Dinosaur Adventures" exhibition on condition consumers purchase, and present a coupon from, the Herald Sun newspaper published on 27 June 2014.

Legal protection conferred by the notification will commence on 26 June 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 Dinosaurs Touring and the Herald Sun 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 Hannah Ransom on (02) 6243 1255.

Yours sincerely

Dr Richard Chadwick
General Manager
Adjudication Branch