

Our Ref: 53689
Contact Officer: Megan Cunningham
Contact Number: 03 9290 1856



**Australian
Competition &
Consumer
Commission**

28 January 2014

Mr Bryan Van Eck
Director
Aerial Action Pty Ltd

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By email: bryan@urbanjungleadventurepark.com

Dear Mr Van Eck

Third line forcing notification N97205 lodged by Aerial Action Pty Ltd t/a Urban Jungle Adventure Park

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the **ACCC**) on 21 January 2014. The notification has been placed on the ACCC's public register.

Aerial Action Pty Ltd t/a Urban Jungle Adventure Park (**Aerial Action**) proposes to offer a 'buy 1 get 1 free' entry to the Urban Jungle Adventure Park to customers on condition they pay with a MasterCard card.

Legal protection conferred by the notification will commence on 4 February 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 Aerial Action 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 Megan Cunningham on 03 9290 1856.

Yours sincerely

A handwritten signature in black ink that reads 'Rose Webb'.

Rose Webb
Executive General Manager
Mergers and Adjudication Group