

**REFERENCE RELATING TO THE ANTICIPATED ACQUISITION
BY SERVICED DISPENSE EQUIPMENT LIMITED OF THE TECHNICAL
SERVICES FUNCTION OF COORS BREWERS LIMITED**

**Notice of provisional findings made under Rule 10.3
of the Competition Commission Rules of Procedure**

- 1 On 29 September 2004, the Office of Fair Trading, in exercise of its duty under section 33(1) of the Enterprise Act 2002 (the Act) and its power under section 36(5) of the Act, referred to the Competition Commission (CC) the anticipated acquisition by Serviced Dispense Equipment Limited (SDEL) of the technical services function of Coors Brewers Limited (Coors) for investigation and report within a period ending on 15 March 2005.

Provisional findings

2. The CC inquiry group (the Group) appointed to consider this reference has made the following provisional findings on the statutory questions it has to decide pursuant to section 36(1) of the Act:
 - (a) arrangements are in progress or in contemplation which, if carried into effect, by SDEL and Coors will result in the creation of a relevant merger situation; and
 - (b) the creation of that situation may be expected to result in a substantial lessening of competition within the markets for the provision of technical services equipment and technical services, but may not be expected to result in a substantial lessening of competition with the market for beer.
3. The Group's reasons are set out in full in the provisional findings report, which is attached to this notice, and are summarized in the executive summary of the provisional findings report (see note below).

The next steps

4. SDEL and Coors and other interested parties are now invited to provide the Group with their reasons in writing as to why these provisional findings should not become final (or, as the case may be, should be varied).
5. These reasons should be received by the Group no later than 25 January 2005.
6. The Group will have regard to any such reasons in making their final decisions on the statutory questions and actions.
7. The Group will shortly send to SDEL and Coors and publish a notice of the actions which it considers might be taken by the CC to remedy the adverse effects provisionally identified.

PAUL GEROSKI
Group Chairman
4 January 2005

Note: A copy of this notice and the executive summary of the provisional findings report will be placed on the CC web site on 5 January 2005. The CC proposes to publish the full

provisional findings report on its web site by 11 January 2005. The published version of the provisional findings report will not contain any information which the Group consider should be excluded from the report, having regard to the three considerations set out in section 244 of the Act.