

29 August 2014

Lyonesse rejects ACCC allegations

Lyonesse rejects allegations raised by the Australian Competition and Consumer Commission (ACCC), and will vigorously defend the proceedings commenced by the Commission on 28 August.

Lyonesse is a shopping community, customer loyalty programme and network marketing business. Benefits are exclusively generated by shopping activities within the Lyonesse community. Members receive benefits when they shop, whether they introduce other members or not. Lyonesse members may introduce members and receive benefits when the new member shops in the Lyonesse community, but no benefits come from the introduction alone.

Lyonesse has been active for 10 years and in none of the 46 markets in which it is active has Lyonesse been found guilty of or convicted for operating a pyramid scheme.

Over four million members take advantage of the Lyonesse benefits at over 40,000 loyalty merchants around the world. In Australia, there are now 780 Lyonesse loyalty merchants, including many small and medium sized enterprises.

Lyonesse is committed to full compliance with the law and to dealing honestly with Australian consumers.

Daily business is not affected. This court action has no effect on Lyonesse members, loyalty merchants or staff, and Lyonesse may be contacted by them in the usual way. Since the proceedings are before the court, Lyonesse will make no further comment to media.

James O'Sullivan
Managing Director
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