

Prior notification of a concentration**(Case COMP/M.5828 — Procter & Gamble/Sara Lee Air Care)****(Text with EEA relevance)**

(2010/C 129/10)

1. On 10 May 2010, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ⁽¹⁾ by which the undertaking Procter & Gamble Company (P&G, USA) acquires within the meaning of Article 3(1)(b) of the Merger Regulation control of the whole of Sara Lee Air Care (USA) by way of purchase of assets. The concentration had been referred to the Commission by the German Bundeskartellamt pursuant to Article 22 of the Merger Regulation. The referral was subsequently joined by the UK, Spain, Portugal and Belgium.

2. The business activities of the undertakings concerned are:

- for P&G: the manufacturing, development, distribution and marketing of household care products including air care under the Febreze brand, beauty care, health care and well being, baby and family care products,
- for Sara Lee Air Care: the manufacturing and marketing of air care products under the Ambi Pur brand.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of the EC Merger Regulation. However, the final decision on this point is reserved.

4. The Commission invites interested third parties to submit their possible observations on the proposed operation to the Commission.

Observations must reach the Commission not later than 10 days following the date of this publication. Observations can be sent to the Commission by fax (+32 22964301), by e-mail to COMP-MERGER-REGISTRY@ec.europa.eu or by post, under reference number COMP/M.5828 — Procter & Gamble/Sara Lee Air Care, to the following address:

European Commission
Directorate-General for Competition
Merger Registry
J-70
1049 Bruxelles/Brussel
BELGIQUE/BELGIË

⁽¹⁾ OJ L 24, 29.1.2004, p. 1 (the 'EC Merger Regulation').