

Form 605

Corporations Law
Section 671B

Notice of ceasing to be a substantial holder

To: Company Name/Scheme **Southern Cross Media Group Ltd**

ACN/ARSN **116 024 536**

1. Details of substantial holder (1)

Name **UBS AG and its related bodies corporate**

ACN/ARSN (if applicable):

The holder ceased to be a substantial shareholder on **3 Jun 2010**

The previous notice was given to the company on **4 Jun 2010**

The previous notice was dated **2 Jun 2010**

2. Changes in relevant interests

Particulars of each change in, or change in the nature of, a relevant interest (2) of the substantial holder or an associate (3) in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of change	Person whose relevant interest changed	Nature of Change (4)	Consideration given in relation to change (5)	Class (6) and Number of securities affected	Person's votes affected
3 Jun 2010	UBS AG (Switzerland)	Return of Collateral	N/A	-1,467,990	-1,467,990

3. Changes in association

The persons who have become associates (3) of, ceased to be associates of, or have changed the nature of their association (7) with, the substantial holder in relation to voting interests in the company or scheme are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
N/A	

4. Addresses

The addresses of persons named in this form are as follows:

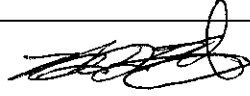
Name	Address
Details of all UBS offices can be found through the following link: http://apps.ubs.com/locationfinder	

SIGNATURE

Print Name: So Young Kim

Capacity: Authorised signatory

Sign Here:



Date: 7 Jun 2010

Print Name: Seung Hoon Yi

Capacity: Authorised signatory

Sign Here:



Date: 7 Jun 2010

Contact details for this notice:

Fiona Cheng
Legal & Compliance
(T) +852 2971 5574
(F) +852 2971 8996
