

Southern Cross Media Group Limited
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ASX RELEASE / MEDIA RELEASE

DIVIDEND REINVESTMENT PLAN – APPLICATION PRICE

Further to its announcement of 3 September 2010 Southern Cross Media Group Limited (**ASX: SXL**) advises that the application price (as that term is defined in the company's Dividend Reinvestment Plan (**DRP**)) of shares to be allocated to shareholders who have elected to participate in the DRP in respect of the final dividend payable on 8 October 2010 is \$2.068540.

Southern Cross Media Group announced a final franked dividend of 6.2 cents per fully paid share on 31 August 2010.

For further information, please contact:

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