Southern Cross Media Group Limited ABN 91 116 024 536

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Southern Cross Media Group

27 October 2010

ASX RELEASE / MEDIA RELEASE

SOUTHERN CROSS MEDIA GROUP - 2010 ANNUAL GENERAL MEETING

Please find attached the presentation to be given by Southern Cross Media Group Limited (**ASX: SXL**) Chairman, Max Moore-Wilton and the company's Chief Executive Officer, Rhys Holleran, at the company's Annual General Meeting which will be held at 11:00 am today in Sydney.

For further information, please contact:

Rhys HolleranChief Executive OfficerTel:03 9922 2023Mob:0418 240 644Email:rhys.holleran@scmedia.com.au

Southern Cross Media Group Limited Annual General Meeting 2010 SOUTHERN CROSS MEDIA GROUP

27 October 2010



Opening of Meeting

AGENDA

- Chairman's Overview
- CEO's Report
- Resolutions
- Closure of Meeting



SCMG Board and Management

SCMG BOARD

Max Moore-Wilton, Chairman Leon Pasternak, Deputy Chair Tony Bell, Non-executive Director Chris de Boer, Non-executive Director Michael Carapiet, Non-executive Director

SCMG MANAGEMENT

Rhys Holleran, Chief Executive Officer Steve Kelly, Chief Financial Officer Louise Bolger, Company Secretary



CHAIRMAN'S OVERVIEW

Max Moore-Wilton





CEO's REPORT

Rhys Holleran

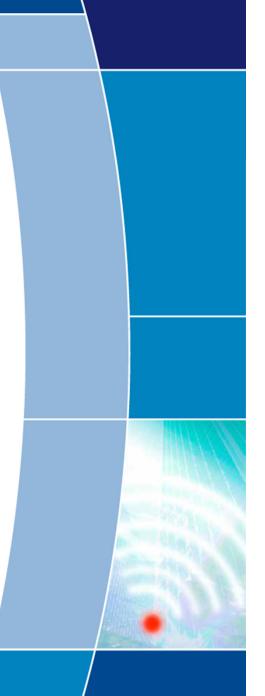




Q1 Revenue

 Revenues for the quarter were strong , but slowed considerably post election

Quarter 1 FY 2011	Total Revenues		
	Revenue \$'000s	% change vs pcp	
Local Advertising	49,936	3.2	
National Advertising	51,171	15.9	
Total Advertising	100,568	9.3	
Other	8,850	6.9	
Total Revenue	109,418	9.1	

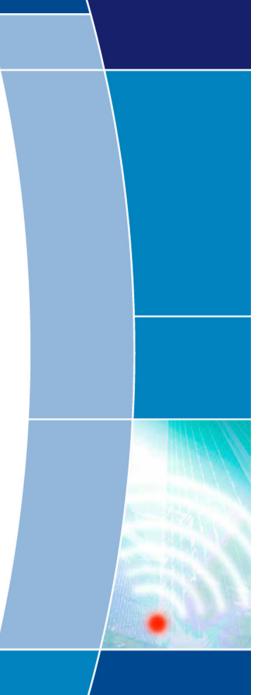




Q1 Revenue (cont'd)

- Radio revenues continue to rebound
- Television while still strong is slowing from July/August levels

Quarter 1 FY 2011	Radio		TV	
	Revenue \$'000s	% change vs pcp	Revenue\$' 000s	% change vs pcp
Local Advertising	24,912	3.0	24,485	3.4
National Advertising	9,689	32.2	41,483	12.7
Total Advertising	34,600	9.8	65,969	9.0
Other	4,040	23.3	4,809	(3.8)
Total Revenue	38,641	11.0	70,778	8.1





Outlook





- The Commonwealth Games did not deliver the sales growth we were expecting. Whilst at a local level sales were strong, national sales were disappointing.
- Radio continues to grow but at a reduced rate to the first quarter's strong numbers.
- On balance, we remain cautiously optimistic about the second quarter of FY11. Despite positive market sentiment about the second half of this financial year we remain guarded as this optimism is yet to show through in bookings.





Business

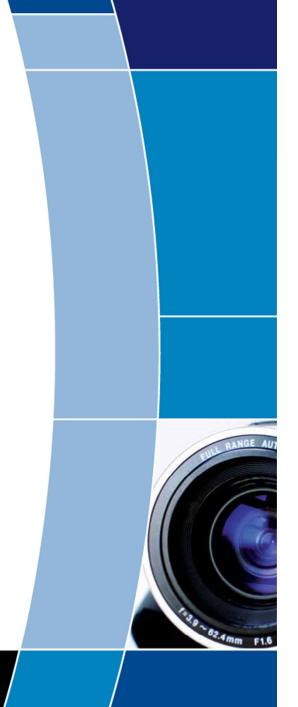
Summary of Resolutions

- Adoption of Remuneration Report
- Re-election and election of directors

Adoption of Remuneration Report

SCMG Resolution 1

That Southern Cross Media Group Limited adopt the Remuneration Report included in the Directors' Report for the financial year ended 30 June 2010









Election of Directors

SCMG Resolution 2

That Max Moore-Wilton be re-elected as a Director of Southern Cross Media Group Limited.

Election of Directors

SCMG Resolution 3

That Leon Pasternak be re-elected as a Director of Southern Cross Media Group Limited







Election of Directors

SCMG Resolution 4

That Michael Carapiet be elected as a Director of Southern Cross Media Group Limited.

