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ASX RELEASE / MEDIA RELEASE

CHANNEL ELEVEN TO BE LAUNCHED IN REGIONAL AUSTRALIA

Southern Cross Media Group Limited (**ASX: SXL**) is pleased to announce the arrival of Channel Eleven for regional Australia.

With the launch of Channel Eleven across metropolitan markets scheduled for 11 January 2011, Southern Cross Media will add to its current Southern Cross Ten program offerings when it launches Channel Eleven across its four aggregated markets of Queensland, New South Wales, the ACT and Victoria on the same date of 11 January.

Commenting on the upcoming launch of Channel Eleven, Southern Cross Media CEO Rhys Holleran underlined the importance of extending this new multi-channel offering to regional Australia at the same time that the service will become available to metropolitan markets.

"We're thrilled to announce that we will be offering and launching Channel Eleven for regional viewers at the same time that metropolitan viewers will have access to this new service," said Mr Holleran.

"With a stable of some of the most popular comedies and dramas, as well as iconic programs *The Simpsons* and *Neighbours*, Channel Eleven promises to be unlike any other multi-channel offering on Australian television- particularly given that there will be no program cross-over between Channel Eleven and Southern Cross Ten," he said.

Featuring all-new episodes of *Futurama*, *The Cleveland Show*, *Supernatural*, *Stargate*, *Dexter*, *Smallville*, *The Office*, *Nurse Jackie* and *90210*, Channel Eleven is set to become the home of entertainment for those in regional Australia in 2011.

For further information, please contact:

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