

Southern Cross Media Group Limited
ABN 91 116 024 536

Level 2, 70 Park Street
SOUTH MELBOURNE VIC 3205
AUSTRALIA

Telephone +61 3 9922 2121
Fax +61 3 9922 2199
Internet www.scmediagroup.com.au



5 April 2011

ASX RELEASE / MEDIA RELEASE

DIVIDEND REINVESTMENT PLAN – APPLICATION PRICE

Further to its announcement of 25 March 2011 Southern Cross Media Group Limited (**SCMG**) (**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 interim dividend payable on 25 May 2011 is \$1.66.

SCMG announced an interim franked dividend of 7 cents per fully paid share on 22 February 2011 and reminds shareholders who wish to participate in the **DRP** for the interim dividend that they must apply by 5:00 pm on 8 April 2011. Eligible shareholders who wish to participate in the **DRP** should contact SCMG's Share Registrar, Computershare Investor Services Pty Limited, by calling 1300 766 272 (within Australia) or +61 3 9415 4257 (outside Australia). Alternatively, eligible shareholders can elect to participate by going online to investorcentre.com, which will require a HIN/SRN and registered postcode to gain access.

For further information, please contact:

Louise Bolger
Company Secretary
Tel: 03 9922 2039
Email: louise.bolger@scmedia.com.au