



# MARKET RELEASE

6 April 2011

**Southern Cross Media Group Limited**

**TRADING HALT (2+1 business days)**

The securities of Southern Cross Media Group Limited (the "Company") will be placed in pre-open at the request of the Company, pending the release of an announcement by the Company. Unless ASX decides otherwise, the securities will remain in pre-open until the earlier of the commencement of normal trading on Monday, 11 April 2011 or when the announcement is released to the market.

Security Code:           SXL

Stephanie Yong  
**Senior Adviser, Listings (Sydney)**

**Southern Cross Media Group Limited**

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6 April 2011

Stephanie Yong  
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ASX Compliance Pty Ltd  
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Sydney NSW 2000

**BY EMAIL:** [stephanie.yong@asx.com.au](mailto:stephanie.yong@asx.com.au)

Dear Stephanie

**Southern Cross Media Group Limited – Urgent request for a trading halt**

Southern Cross Media Group Limited (ASX:SXL) (**Company**) requests a trading halt in relation to its listed ordinary shares, effective immediately.

In accordance with Listing Rule 17.1, I advise that:

The Company is seeking the trading halt pending the commencement of the institutional component of the company's accelerated renounceable entitlement offer to raise \$471 million (Entitlement Offer). The Company is seeking the trading halt to maintain an orderly market in the trading of the Company's shares.

The Company requests that the trading halt continue until the earlier of the commencement of normal trading on 11 April 2011 or when an announcement is made by the Company.

The Company expects that the trading halt will cease on the completion of the institutional component of the Entitlement Offer at which time an announcement will be made.

The Company is not aware of any reason why the trading halt should not be granted. If you have any questions, please do not hesitate to contact me.

Yours faithfully

Louise Bolger  
Company Secretary