



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

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



6 April 2011

Stephanie Yong
Senior Adviser, Listings (Sydney)
ASX Compliance Pty Ltd
20 Bridge Street
Sydney NSW 2000

BY EMAIL: 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