

Form 605Corporations Act 2001
Section 671B**Notice of ceasing to be a substantial holder**

To: Company Name/Scheme SOUTHERN CROSS MEDIA GROUP LTD

ACN/ARSN

1. Details of substantial holder(1)

Name PARADICE INVESTMENT MANAGEMENT PTY LTD

ACN/ARSN (if applicable) ABN 64 090 148 619

The holder ceased to be a substantial holder on 19/07/11

The previous notice was given to the company on 09/05/11

The previous notice was dated 05/05/11

2. Changes in relevant interests

Particulars of each change in, or change in the nature of, a relevant interest (2) of the substantial holder or an associate (3) in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of change	Person whose relevant interest changed	Nature of change (4)	Consideration given in relation to change(5)	Class (6) and number of securities affected	Person's votes affected
19/07/11	Paradice Investment Mgt Pty Ltd	Sale of Shares	\$1,015,131.12	782,636 FPO	782,636

3. Changes in association

The persons who have become associates (3) of, ceased to be associates of, or have changed the nature of their association (7) with, the substantial holder in relation to voting interests in the company or scheme are as follows:

Name and ACN/ARSN (if applicable)	Nature of association

4. Addresses

The addresses of persons named in this form are as follows:

Name	Address
Paradice Investment Management Pty Ltd	L12, 139 Macquarie Street, SYDNEY, NSW 2000

Signature

print name TONY HAMMOND

capacity COMPANY SECRETARY

sign here

date 21/07 / 11