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ASX RELEASE / MEDIA RELEASE

SOUTHERN CROSS MEDIA GROUP LIMITED (SCMG)

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

Southern Cross Media Group Limited (ASX: SXL) today announced the appointment of Peter Harvie as a non-executive director of the Company with effect from 1 August 2011. It is intended that Mr Harvie will stand for election as a director at the Company's AGM on 25 October 2011.

Mr Harvie was Executive Chairman of Austereo Group Limited (Austereo) from 1997 until May 2011 when he stepped down on completion of SCMG's acquisition of Austereo. Prior to this he was the Managing Director of the Triple M Network and the founder and Managing Director of the Clemenger Harvie advertising agency from 1974 to 1993.

Mr Max Moore-Wilton, Chairman of SCMG, said "On behalf of the SCMG Board I would like to welcome Mr Harvie as a non-executive director. As a result of his more than 35 years experience in the Australian media industry Mr Harvie will bring high level expertise to the Company and add a strong complementary skill base to the existing SCMG Board."

Mr Moore-Wilton advised further that the SCMG Board was currently seeking to appoint a further non-executive director to join its ranks.

For further information, please contact:

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