



Southern Cross Media Group Limited
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ASX RELEASE / MEDIA RELEASE

Dividend Reinvestment Plan – Applications required before 5:00 pm on 29 September 2011

In Southern Cross Media Group Limited's (**ASX: SXL**) (**SCMG**) full year results announcement of 24 August 2011 the company advised that a final franked dividend of 3 cents per share would be payable on 20 October 2011 to shareholders registered as at 5:00 pm Sydney time on 29 September 2011.

SCMG confirms that its Dividend Reinvestment Plan (**DRP** or **Plan**) is currently active and recommends that shareholders who have not already elected to participate in the Plan should consider doing so for the 2011 final dividend. Shares to be issued under the **DRP** for the 2011 final dividend will be purchased by SCMG on-market.

Details of the **DRP** can be obtained from SCMG's website (www.scmediagroup.com.au/) under the 'Investor Centre – Distribution and **DRP**' tab.

Eligible shareholders who wish to participate in the **DRP** for the 2011 dividend should complete the **DRP** application form, which is available on SCMG's website or from SCMG's Share Registrar, Computershare Investor Services Pty Limited via investorcentre.com. Applications must be submitted to Computershare Investor Services Pty Limited before 5:00 pm on 29 September 2011.

Eligible shareholders who choose to participate in the **DRP** do so under the Terms and Conditions of the **DRP** and their participation will continue indefinitely until a notice of a change in participation status is provided to Computershare Investor Services Pty Ltd, they cease to be a shareholder or the Board, at its discretion, suspends or terminates the **DRP**.

Shareholders should read the company's **DRP** documentation carefully and seek their own independent advice before deciding whether they wish to participate in the **DRP**.

For further information, please contact:

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