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ASX RELEASE / MEDIA RELEASE

SOUTHERN CROSS MEDIA GROUP LIMITED (SCMG)

APPOINTMENT OF MARINA DARLING AS A NON-EXECUTIVE DIRECTOR

Southern Cross Media Group Limited (ASX: SXL) Chairman, Max Moore-Wilton, today announced the appointment of Ms Marina Darling to the SCMG Board as an independent non-executive director with effect from 12 September 2011. It is intended that Ms Darling will stand for election as a director at the Company's AGM on 25 October 2011.

Mr Moore-Wilton said Ms Darling's experience as a director across a range of companies and industries and her strong commercial, corporate advisory and governance background would be of great benefit to SCMG.

Ms Darling is currently a non-executive director of listed company Argo Investments Limited and has previously been a non-executive director of a broad range of listed companies, government bodies and other organisations. These have included Southern Cross Broadcasting Limited, Deacons (Lawyers), National Australia Trustees Limited and Southern Hydro Limited.

Mr Moore-Wilton said, "Marina Darling's appointment is a significant addition to the Board's skill set and experience. We look forward to her contribution to the Board."

The appointment of Ms Darling as an independent director will bring the SCMG Board membership to seven, including four independent non-executive directors.

For further information, please contact:

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