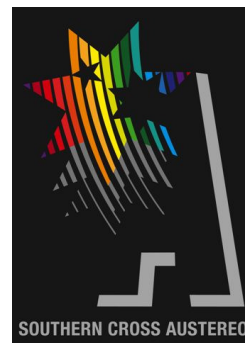


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29 September 2011

ASX RELEASE / MEDIA RELEASE

REPLACEMENT APPENDIX 3Y – LEON PASTERNAK

Southern Cross Media Group Limited (**ASX: SXL**) (**Southern Cross Media**) refers to the Appendix 3Y (Change of Director's Interest Notice) for Leon Pasternak which was lodged with the ASX on 27 September 2011 (**Previous Notice**)

Southern Cross Media requests that the attached Appendix 3Y replace the Previous Notice which did not reflect that prior to the change in shareholding on 23 September 2011 Mr Pasternak had transferred his direct interest of 743,795 ordinary shares to the superannuation fund account, Commercial Custodian Nominees Pty Ltd in which Mr Pasternak has an indirect interest. As a consequence of the transfer, Commercial Custodian Nominees Pty Ltd now holds 964,216 ordinary shares which reflects the total number shares previously disclosed in the Appendix 3Y lodged for Mr Pasternak on 18 August 2011.

For further information, please contact:

Rhys Holleran

Chief Executive Officer

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Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

Name of entity: Southern Cross Media Group Limited
ABN: 91 116 536

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Leon Pasternak
Date of last notice	18 August 2011

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Direct and indirect
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	Commercial Custodian Nominees Pty Limited <Pasternak Superfund A/C>
Date of change	23 September 2011
No. of securities held prior to change	Commercial Custodian Nominees Pty Limited <Pasternak Superfund A/C> - 964,216 ordinary shares Leon Pasternak – nil Total: 964,216 ordinary shares
Class	Ordinary fully paid shares
Number acquired	Commercial Custodian Nominees Pty Limited <Pasternak Superfund A/C> - nil Leon Pasternak – 100,000 ordinary shares Total: 100,000 ordinary shares
Number disposed	Nil

Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	\$0.959274 per share
No. of securities held after change	Commercial Custodian Nominees Pty Limited <Pasternak Superfund A/C> - 964,216 ordinary shares Leon Pasternak – 100,000 ordinary shares Total: 1,1064,216 ordinary shares
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	On-market trade

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of “notifiable interest of a director” should be disclosed in this part.

Detail of contract	N/A
Nature of interest	N/A
Name of registered holder (if issued securities)	N/A
Date of change	N/A
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	N/A
Interest acquired	N/A
Interest disposed	N/A
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	N/A
Interest after change	N/A

Part 3 – ⁺Closed period

Were the interests in the securities or contracts detailed above traded during a ⁺closed period where prior written clearance was required?	No
If so, was prior written clearance provided to allow the trade to proceed during this period?	
If prior written clearance was provided, on what date was this provided?	