



Southern Cross Media Group Limited
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ASX RELEASE / MEDIA RELEASE

DIVIDEND REINVESTMENT PLAN – APPLICATION PRICE

Further to the announcement made to the ASX on 30 August 2011 Southern Cross Media Group Limited (**ASX: SXL**) advises that the application price (as that term is defined in the company's Dividend Reinvestment Plan (**DRP**)) of shares to be allocated to shareholders who have elected to participate in the DRP in respect of the final dividend payable on 20 October 2011 is \$1.0845.

Southern Cross Media Group announced a final franked dividend of 3 cents per fully paid share on 24 August 2011.

For further information, please contact:

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