



Southern Cross Media Group Limited
ABN 91 116 024 536

Level 2, 257 Clarendon Street
SOUTH MELBOURNE VIC 3205
AUSTRALIA

Telephone +61 3 9252 1019
Fax +61 3 9252 1270
Internet www.scmediagroup.com.au
www.southerncrossaustereo.com.au

20 October 2011

ASX RELEASE / MEDIA RELEASE

Southern Cross Media Group commences Federal Court proceedings against the ACMA

Southern Cross Media Group Limited (**ASX: SXL**) today announced that it had commenced proceedings in the Federal Court of Australia (Melbourne Registry) to have a decision of the Australian Communications and Media Authority (**ACMA**) reviewed by the Court under the Administrative Decisions (Judicial Review) Act.

SXL recently applied to the ACMA requesting that the ACMA amend the Nambour commercial radio licence area to reduce the overlap of the Nambour licence area with the adjacent Brisbane commercial radio licence area. SXL considers that there are strong technical and demographic grounds to remove part of the southern portion of the Nambour licence area. The effect of the current overlap with Brisbane is that the 2 licence areas are treated as one licence area for the purpose of the ownership and control rules under the Broadcasting Services Act (BSA). These rules, applied to SXL's circumstances, mean that it can only own 2 commercial FM radio licences in total in the Brisbane and Nambour licence areas.

As a result of SXL acquiring 2 commercial FM radio licences in Brisbane as part of its' acquisition of Austereo Group Limited earlier this year and already, through a subsidiary, owning 2 commercial FM radio licences on the Sunshine Coast (in the Nambour licence area), SXL currently owns 4 commercial FM radio licences in the Brisbane and Nambour licence areas. As a consequence of this technical breach of the BSA ownership and control rules, the ACMA has granted temporary relief to SXL for its non-compliance and requires SXL to divest the 2 commercial FM radio licences on the Sunshine Coast.

The ACMA declined to entertain SXL's application and SXL seeks to have that decision reviewed by the Federal Court. SXL will, as a result, also be requesting the ACMA and, if necessary, the Court to delay the divestiture process pending the outcome of the proceedings.

For personal use only



For further information, please contact:

Rhys Holleran

Chief Executive Officer

Tel: 03 9922 2023

Mob: 0418 240 644

Email: rhys.holleran@sca.com.au

For personal use only