

Appendix 3E

Daily share buy-back notice (except minimum holding buy-back and selective buy-back)

Information and documents given to ASX become ASX's property and may be made public.

| | |
|------------------------------------|----------------|
| Name of entity | ABN/ARSN |
| SOUTHERN CROSS MEDIA GROUP LIMITED | 91 116 024 536 |

We (the entity) give ASX the following information.

Information about buy-back

| | | |
|---|-----------------------------------|------------------|
| 1 | Type of buy-back | On-market |
| 2 | Date Appendix 3C was given to ASX | 24 November 2011 |

Total of all shares/units bought back, or in relation to which acceptances have been received, before, and on, previous day

| | Before previous day | Previous day | |
|---|----------------------------------------------------------------------------------------------------------------------------------|--------------|------------|
| 3 | Number of shares/units bought back or if buy-back is an equal access scheme, in relation to which acceptances have been received | Nil | 750,000 |
| 4 | Total consideration paid or payable for the shares/units | Nil | A\$813,300 |

Appendix 3E
Daily share buy-back notice


| | Before previous day | Previous day |
|----------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| 5 If buy-back is an on-market buy-back | Highest price paid: NA date: NA lowest price paid: NA date: NA | Highest price paid: A\$1.09 lowest price paid: A\$1.075 highest price allowed under rule 7.33: A\$1.21 |

How many shares/units may still be bought back?

| | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| 6 If the company/trust has disclosed an intention to buy back a maximum number of shares/units - the remaining number of shares/units to be bought back | 37,132,775 ordinary shares |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|

Compliance statement

1. The company is in compliance with all Corporations Act requirements relevant to this buy-back.
2. There is no information that the listing rules require to be disclosed that has not already been disclosed, or is not contained in, or attached to, this form.

Sign here: 
(Company secretary)

Date: 16 December 2011

Print name: Louise Bolger
== == == == ==

For personal use only