

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	1,071,995	100,000
4	Total consideration paid or payable for the shares/units	A\$1,162,134.55	A\$106,460

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	Before previous day	Previous day
5 If buy-back is an on-market buy-back	Highest price paid: A\$1.09 date: 29-Dec-2011 Lowest price paid: A\$1.07 date: 29-Dec-2011	Highest price paid: A\$1.08 lowest price paid: A\$1.055 highest price allowed under rule 7.33: A\$1.1687

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	36,710,780 ordinary shares
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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: Louise Bolger
(Company secretary)

Date: 30 December 2011

Print name: Louise Bolger

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