



Southern Cross Media Group Limited
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ASX RELEASE / MEDIA RELEASE

Dividend Reinvestment Plan – Applications required before 5:00 pm on 29 March 2012

In Southern Cross Media Group Limited's (**ASX: SXL**) (**SCMG**) half year results announcement of 28 February 2012 the company advised that an interim franked dividend of 5 cents per share would be payable on 19 April 2012 to shareholders registered as at 5:00 pm Sydney time on 29 March 2012.

SCMG confirms that its Dividend Reinvestment Plan (**DRP** or **Plan**) is currently active and recommends that shareholders who have not already elected to participate in the Plan should consider doing so for the 2012 interim dividend. Shares to be issued under the **DRP** for the 2012 interim dividend will be purchased for SCMG on-market.

Details of the **DRP** can be obtained from SCMG's website (www.scmediagroup.com.au/) under the 'Investor Centre – Distribution and **DRP**' tab.

Eligible shareholders who wish to participate in the **DRP** for the interim dividend should complete the **DRP** application form, which is available on SCMG's website or from SCMG's Share Registrar, Computershare Investor Services Pty Limited via investorcentre.com. Applications must be submitted to Computershare Investor Services Pty Limited before 5:00 pm on 29 March 2012.

Eligible shareholders who choose to participate in the **DRP** do so under the Terms and Conditions of the **DRP** and their participation will continue indefinitely until a notice of a change in participation status is provided to Computershare Investor Services Pty Ltd, they cease to be a shareholder or the Board, at its discretion, suspends or terminates the **DRP**.

Shareholders should read the company's **DRP** documentation carefully and seek their own independent advice before deciding whether they wish to participate in the **DRP**.

For further information, please contact:

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