

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 16 March 2012 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 interim dividend payable on 19 April 2012 is \$1.3585.

Southern Cross Media Group announced an interim franked dividend of 5 cents per fully paid share on 28 February 2012.

For further information, please contact:

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