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23 April 2012

Company Announcements Office
Australian Stock Exchange

**Additional information to Appendix C in relation to the notice of initial substantial holder
for Southern Cross Media Group Limited dated 15 March 2012**

Dear Sir / Madam

Attached please find additional information to Appendix C in relation to the Form 603 for Southern Cross Media Group Limited (ISIN: AU000000SXL4) for trade date 15 March 2012.

UBS AG, Hong Kong Branch

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SXL - Additional information to Appendix C in relation to Form 603 dated 15 Mar 2012

Date of change	Person whose relevant interest changed	Nature of Change	Consideration given in relation to change	Number of securities	Class
02-Mar-12	UBS Global Asset Management Ltd	Sell	2,330	(1,745)	Ordinary
02-Mar-12	UBS Global Asset Management Ltd	Investment Mandate Termination	N/A	(185,589)	Ordinary
02-Mar-12	UBS Global Asset Management Ltd	Investment Mandate Termination	N/A	(462,742)	Ordinary
02-Mar-12	UBS Global Asset Management Ltd	Investment Mandate Termination	N/A	(1,604,408)	Ordinary
06-Mar-12	UBS Global Asset Management Ltd	Sell	4,409	(3,290)	Ordinary

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