

Form 605

Corporations Law
Section 671B

Notice of ceasing to be a substantial holder

To: Company Name/Scheme **SOUTHERN CROSS MEDIA GROUP LIMITED**

ACN/ARSN **116 024 536**

1. Details of substantial holder (1)

Name **UBS AG and its related bodies corporate**

ACN/ARSN (if applicable):

The holder ceased to be a substantial shareholder on **30 May 2012**

The previous notice was given to the company on **24 May 2012**

The previous notice was dated **22 May 2012**

2. Changes in relevant interests

Particulars of each change in, or change in the nature of, a relevant interest (2) of the substantial holder or an associate (3) in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of change	Person whose relevant interest changed	Nature of Change (4)	Consideration given in relation to change (5)	Class (6) and Number of securities affected	Person's votes affected
Please see Appendix A.					

3. Changes in association

The persons who have become associates (3) of, ceased to be associates of, or have changed the nature of their association (7) with, the substantial holder in relation to voting interests in the company or scheme are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
N/A	N/A

4. Addresses

The addresses of persons named in this form are as follows:

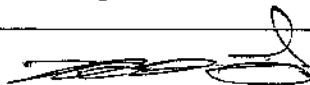
Name	Address
Details of all UBS offices can be found through the following link: http://apps.ubs.com/locationfinder	

SIGNATURE

Print Name: So Young Kim

Capacity: Authorised signatory

Sign Here:



Date: 1 June 2012

Print Name: Trish Lee

Capacity: Authorised signatory

Sign Here:



Date: 1 June 2012

Contact details for this notice:

Trish Lee
Legal & Compliance
(T) +852 3712 4387
(F) +852 2971 7895

Date of change	Person whose relevant interest changed	Nature of Change	Consideration given in relation to change	Number of securities	Class
23-May-12	UBS AG	Collateral received	N/A	17,475	Ordinary
23-May-12	UBS AG	Collateral received	N/A	1,229	Ordinary
23-May-12	UBS AG	Collateral returned	N/A	(6,181)	Ordinary
23-May-12	UBS AG	Collateral returned	N/A	(2,476)	Ordinary
23-May-12	UBS Securities Australia Ltd	Stock borrowed	N/A	15,902	Ordinary
23-May-12	UBS Securities Australia Ltd	Stock borrowed	N/A	218,181	Ordinary
23-May-12	UBS AG, London Branch	Sell	3,088	(2,438)	Ordinary
23-May-12	UBS Securities Australia Ltd	Buy	9,817	7,791	Ordinary
23-May-12	UBS Securities Australia Ltd	Sell	5,100	(4,000)	Ordinary
23-May-12	UBS Securities Australia Ltd	Sell	86,244	(68,166)	Ordinary
24-May-12	UBS AG	Collateral received	N/A	134,532	Ordinary
24-May-12	UBS AG	Collateral returned	N/A	(97,323)	Ordinary
24-May-12	UBS AG	Collateral returned	N/A	(17,475)	Ordinary
24-May-12	UBS AG	Collateral returned	N/A	(1,229)	Ordinary
24-May-12	UBS AG	Collateral returned	N/A	(65,429)	Ordinary
24-May-12	UBS AG	Collateral returned	N/A	(8,263)	Ordinary
24-May-12	UBS AG, London Branch	Sell	1,078	(881)	Ordinary
24-May-12	UBS Securities Australia Ltd	Sell	9,547	(7,791)	Ordinary
24-May-12	UBS Securities Australia Ltd	Buy	4,880	4,000	Ordinary
25-May-12	UBS AG	Collateral received	N/A	7,036	Ordinary
25-May-12	UBS AG	Collateral returned	N/A	(346,290)	Ordinary
25-May-12	UBS AG	Collateral returned	N/A	(50,715)	Ordinary
25-May-12	UBS AG	Collateral returned	N/A	(69,103)	Ordinary
25-May-12	UBS Securities Australia Ltd	Stock borrowed	N/A	517,826	Ordinary
25-May-12	UBS Securities Australia Ltd	Stock returned	N/A	(667,553)	Ordinary
25-May-12	UBS Securities Australia Ltd	Buy	26,066	21,175	Ordinary
25-May-12	UBS Securities Australia Ltd	Buy	3,670	2,989	Ordinary
28-May-12	UBS AG	Collateral received	N/A	61,531	Ordinary
28-May-12	UBS AG	Collateral received	N/A	210,598	Ordinary
28-May-12	UBS AG	Collateral received	N/A	77,607	Ordinary
28-May-12	UBS AG	Collateral received	N/A	3,912	Ordinary
28-May-12	UBS Securities Australia Ltd	Stock returned	N/A	(212,806)	Ordinary
28-May-12	UBS Securities Australia Ltd	Buy	65,831	53,565	Ordinary
29-May-12	UBS AG	Collateral received	N/A	124,354	Ordinary
29-May-12	UBS AG	Collateral received	N/A	7,469	Ordinary
29-May-12	UBS AG	Collateral returned	N/A	(61,531)	Ordinary
29-May-12	UBS AG	Collateral returned	N/A	(59,887)	Ordinary
29-May-12	UBS AG	Collateral returned	N/A	(10,641)	Ordinary
29-May-12	UBS Securities Australia Ltd	Stock borrowed	N/A	58,761	Ordinary
29-May-12	UBS Securities Australia Ltd	Stock borrowed	N/A	20,000	Ordinary
29-May-12	UBS Securities Australia Ltd	Stock borrowed	N/A	3,791	Ordinary
29-May-12	UBS Securities Australia Ltd	Buy	44,808	35,798	Ordinary
30-May-12	UBS AG	Collateral received	N/A	4,971	Ordinary
30-May-12	UBS AG	Collateral returned	N/A	(41)	Ordinary
30-May-12	UBS AG	Collateral returned	N/A	(470)	Ordinary
30-May-12	UBS Securities Australia Ltd	Stock returned	N/A	(541,990)	Ordinary
30-May-12	UBS Securities Australia Ltd	Buy	24,881	19,937	Ordinary