



Southern Cross Media Group Limited
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ASX RELEASE / MEDIA RELEASE

Dividend Reinvestment Plan

In Southern Cross Media Group Limited's (**ASX: SXL**) (**SCMG**) full year results announcement of 29 August 2012 the company advised that a final fully franked dividend of 5 cents per share would be payable on 19 October 2012 to shareholders registered as at 5:00 pm (AEST) on 27 September 2012.

SCMG's Dividend Reinvestment Plan (DRP) will apply to this dividend. Details of the DRP can be obtained from SCMG's website (www.scmediagroup.com.au) under the 'Investor Centre – Distribution and DRP' tab.

The pricing period for DRP purposes will be ten trading days, starting on 2 October 2012 and concluding on 15 October 2012 (both inclusive). No discount will apply to the price of shares issued under the DRP. The DRP application price will be announced to the ASX at the end of the pricing period. It is further noted that under the DRP SCMG can either issue new shares or cause existing shares to be acquired in the market. It is SCMG's intention to have shares acquired in the market for the DRP as it relates to this dividend.

DRP application forms must be received by SCMG's registry, Computershare Investor Services, by 5:00 pm (AEST) on 27 September 2012 to be effective for this dividend. Application forms received after this time will only be effective for subsequent dividends to which the DRP may apply.

Shareholders who wish to change their participation in the DRP are advised to visit SCMG's registry website (www.investorcentre.com) or to contact Computershare Investor Services on 1300 766 272. Changes to participation must also be received by 5:00 pm (AEST) on 27 September 2012

For further information, please contact:

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