

Southern Cross Media Group Limited
ABN 91 116 024 536

Level 2, 257 Clarendon Street
SOUTH MELBOURNE VIC 3205
AUSTRALIA

Telephone	+61 3 9252 1019
Fax	+61 3 9252 1270
Internet	www.scmediagroup.com.au
	www.southerncrossaustereo.com.au

16 October 2012

ASX RELEASE / MEDIA RELEASE

DIVIDEND REINVESTMENT PLAN – APPLICATION PRICE

Further to the announcement made to the ASX on 21 September 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 final dividend payable on 19 October 2012 is \$1.0467.

Southern Cross Media Group announced a final franked dividend of 5 cents per fully paid share on 29 August 2012.

For further information, please contact:

Louise Bolger
Company Secretary
Tel: 03 9922 2039
Email: louise.bolger@sca.com.au