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11 DECEMBER 2012

ASX RELEASE / MEDIA RELEASE

SOUTHERN CROSS AUSTEREO TO RESUME ADVERTISING ON 2DAY FM

***All profits from advertising on 2Day FM for remainder of 2012
to be donated to an appropriate memorial fund***

Following the Company's release to ASX on 10 December 2012, Southern Cross Media Group Limited (ASX: SXL) (SCA or Company) today advises that after careful consideration it has resolved to resume advertising on 2Day FM effective Thursday 13 December 2012.

All profits from advertising on 2Day FM until the end of the year will be donated to an appropriate fund that will directly benefit the family of Jacintha Saldanha. A minimum contribution of AUD\$500,000 will be made. SCA today reiterates its deep regret for what has taken place in these tragic and unforeseen circumstances and offers its condolences to the family of Jacintha Saldanha.

SCA Chief Executive Officer Rhys Holleran said, *"We are very sorry for what has happened. It is a terrible tragedy and our thoughts continue to be with the family. We hope that by contributing to a memorial fund we can help to provide the Saldanha family with the support they need at this very difficult time. The Company today reiterates that it is deeply saddened by this tragic and unforeseen event and offers its condolences to the family of Jacintha Saldanha."*

For media enquiries please lodge online at:
<http://www.southerncrossaustereo.com.au/media>