

Goldman Sachs (Asia) L.L.C.

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BY ELECTRONIC SUBMISSION

12 December 2012

Australian Securities Exchange
Exchange Center
20 Bridge Street
Sydney, NSW, 2000
Australia

Dear Sir/Madam,

We attach a Form 603 and a Form 605 in relation to Southern Cross Media Group Limited (ACN 116 024 536) ("Southern"), which were not lodged within prescribed timeframes. We now lodge these forms with the understanding that your records will be updated to reflect the positions held on the relevant dates. These forms were not lodged on the relevant dates as two accounts were incorrectly identified and therefore excluded from our substantial shareholder calculation. Once identified and included in the calculation, it showed that The Goldman Sachs Group, Inc. (GSGI) and its subsidiaries became a substantial shareholder on 21 November 2012 and subsequently ceased to be a substantial shareholder on 7 December 2012. Accordingly and upon becoming aware of these events, we now lodge Form 603 reflecting that GSGI became a substantial shareholder as of 21 November 2012 and Form 605 reflecting that GSGI ceased to be a substantial shareholder as of 7 December 2012.

Yours faithfully,

A handwritten signature in black ink, appearing to read "Michael B. Corwin", followed by a horizontal line.

Michael B. Corwin
Executive Director

Enclosures

Form 605

**Corporations Act 2001
Section 671B**

Notice of ceasing to be a substantial shareholder

To Company Name/Scheme

SOUTHERN CROSS MEDIA GROUP LIMITED

ACN

116 024 536

1. Details of substantial holder

Name The Goldman Sachs Group, Inc. ("GSGI") on behalf of itself and its subsidiaries ("Goldman Sachs Group") including its significant subsidiaries listed in Annexure A ("Significant Subsidiaries") and Goldman Sachs Holdings ANZ Pty Limited and its subsidiaries ("Goldman Sachs Australia Group").

ACN/ARSN (if applicable)

Not applicable

The holder ceased to be a substantial holder on
The previous notice was given to the company on
The previous notice was dated

December 7 2012
December 12 2012
November 21 2012

2. Changes in relevant interests

Particulars of each change in, or change in the nature of, a relevant interest of the substantial holder or an associate 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	Holder of Relevant Interest	Nature of Change	Consideration (AUD)	Class and Number of Securities	Person's votes affected
11/27/2012	Goldman Sachs International ("GSI")	Buy	9,393	fully paid ordinary shares 8,697	8,697
11/30/2012	Goldman Sachs Financial Markets Pty Ltd ("GAUS")	Buy	98,851	fully paid ordinary shares 90,689	90,689
11/30/2012	Goldman Sachs & Co ("GSCO")	Buy	20,475	fully paid ordinary shares 18,286	18,286
11/30/2012	GSCO	Sell	20,475	fully paid ordinary shares 18,286	18,286
12/3/2012	GAUS	Buy	9,640	fully paid ordinary shares 8,699	8,699
12/3/2012	GAUS	Sell	9,640	fully paid ordinary shares 8,699	8,699
12/5/2012	Goldman Sachs Asset Management Australia Pty Ltd ("GSAMA")	Sell	3,043	fully paid ordinary shares 2,799	2,799
12/5/2012	GSAMA	Sell	1,020	fully paid ordinary shares 938	938
12/5/2012	GSAMA	Sell	1,158	fully paid ordinary shares 1,065	1,065
12/5/2012	Goldman Sachs Australia Managed Funds Limited ("GSAMF")	Sell	4,651	fully paid ordinary shares 4,279	4,279
12/5/2012	GSAMF	Sell	1,957	fully paid ordinary shares 1,800	1,800
12/5/2012	GSAMA	Sell	792	fully paid ordinary shares 729	729
12/5/2012	GSAMA	Sell	380	fully paid ordinary shares 350	350
12/5/2012	GSAMA	Sell	827	fully paid ordinary shares 761	761
12/5/2012	GSAMA	Sell	2,587	fully paid ordinary shares 2,380	2,380
12/5/2012	GSAMA	Sell	740	fully paid ordinary shares 681	681
12/5/2012	GSAMA	Sell	3,062	fully paid ordinary shares 2,817	2,817

12/5/2012	GSAMF	Sell	78	fully paid ordinary shares	72	72
12/5/2012	GSAMA	Sell	1,272	fully paid ordinary shares	1,170	1,170
12/5/2012	GSAMA	Sell	1,212	fully paid ordinary shares	1,115	1,115
12/6/2012	GSAMA	Sell	41,957	fully paid ordinary shares	38,143	38,143
12/6/2012	GSAMA	Sell	10,931	fully paid ordinary shares	9,937	9,937
12/6/2012	GSAMA	Sell	15,971	fully paid ordinary shares	14,519	14,519
12/6/2012	GSAMA	Sell	42,230	fully paid ordinary shares	38,391	38,391
12/6/2012	GSAMF	Sell	1,090	fully paid ordinary shares	991	991
12/6/2012	GSAMF	Sell	26,979	fully paid ordinary shares	24,526	24,526
12/6/2012	GSAMA	Sell	14,066	fully paid ordinary shares	12,787	12,787
12/6/2012	GSAMA	Sell	10,204	fully paid ordinary shares	9,276	9,276
12/6/2012	GSAMA	Sell	17,548	fully paid ordinary shares	15,953	15,953
12/6/2012	GSAMA	Sell	5,253	fully paid ordinary shares	4,775	4,775
12/6/2012	GSAMA	Sell	11,411	fully paid ordinary shares	10,374	10,374
12/6/2012	GSAMA	Sell	16,712	fully paid ordinary shares	15,193	15,193
12/6/2012	GSAMF	Sell	64,149	fully paid ordinary shares	58,317	58,317
12/6/2012	GSAMA	Sell	35,679	fully paid ordinary shares	32,435	32,435
12/7/2012	GSAMA	Sell	3,055	fully paid ordinary shares	2,777	2,777
12/7/2012	GSAMA	Sell	4,464	fully paid ordinary shares	4,058	4,058
12/7/2012	GSAMA	Sell	4,905	fully paid ordinary shares	4,459	4,459
12/7/2012	GSAMF	Sell	305	fully paid ordinary shares	277	277
12/7/2012	GSAMF	Sell	7,541	fully paid ordinary shares	6,855	6,855
12/7/2012	GSAMA	Sell	1,469	fully paid ordinary shares	1,335	1,335
12/7/2012	GSAMA	Sell	3,189	fully paid ordinary shares	2,899	2,899
12/7/2012	GSAMA	Sell	4,671	fully paid ordinary shares	4,246	4,246
12/7/2012	GSAMA	Sell	11,726	fully paid ordinary shares	10,660	10,660
12/7/2012	GSAMA	Sell	11,803	fully paid ordinary shares	10,730	10,730
12/7/2012	GSAMA	Sell	9,972	fully paid ordinary shares	9,065	9,065
12/7/2012	GSAMA	Sell	2,852	fully paid ordinary shares	2,593	2,593
12/7/2012	GSAMA	Sell	3,931	fully paid ordinary shares	3,574	3,574
12/7/2012	GSAMF	Sell	17,929	fully paid ordinary shares	16,299	16,299

3. Changes in association

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


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

4. Addresses

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

Name	Address
GSGI	Corporation Trust Center, 1209 Orange Street, Wilmington DE 19801, U.S.A.
Goldman Sachs International	Peterborough Court, 133 Fleet Street, London EC4A 2BB, United Kingdom
Goldman Sachs Financial Markets Pty Ltd	Level 17, 101 Collins Street, Melbourne, Victoria 3000
Goldman Sachs & Co	200 West Street, New York, New York 10282-2198, U.S.A.
Goldman Sachs Asset Management Australia Pty Ltd	Level 17, 101 Collins Street, Melbourne, Victoria 3000
Goldman Sachs Australia Managed Funds Limited	Level 17, 101 Collins Street, Melbourne, Victoria 3000

Signature

Print name	Michael Corwin (signing under power of attorney in accordance with section 52 of the Corporations Act)	Capacity	Authorised Person
Sign here		Date	December 12 2012

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Annexure A

Significant Subsidiaries of The Goldman Sachs Group, Inc.

The following are significant subsidiaries of The Goldman Sachs Group, Inc. as of December 31, 2011 and the states or jurisdictions in which they are organized. Indentation indicates the principal parent of each subsidiary. The Goldman Sachs Group, Inc. owns, directly or indirectly, at least 99% of the voting securities of substantially all of the subsidiaries included below. The names of particular subsidiaries have been omitted because, considered in the aggregate as a single subsidiary, they would not constitute, as of the end of the year covered by this report, a "significant subsidiary" as that term is defined in Rule 1-02(w) of Regulation S-X under the Securities Exchange Act of 1934.

Name	State or Jurisdiction of Organization of Entity
The Goldman Sachs Group, Inc.	Delaware
Goldman, Sachs & Co.	New York
Goldman Sachs (UK) L.L.C.	Delaware
Goldman Sachs Group Holdings (U.K.)	United Kingdom
Goldman Sachs International Bank	United Kingdom
Goldman Sachs Holdings (U.K.)	United Kingdom
Goldman Sachs International	United Kingdom
Goldman Sachs Asset Management International	United Kingdom
Shire UK Limited	United Kingdom
KPL Finance Limited	Cayman Islands
GS Financial Services L.P. (Del)	Delaware
JLO LLC	Cayman Islands
Jupiter Investment Co., Ltd.	Japan
Goldman Sachs Global Holdings L.L.C.	Delaware
GS Asian Venture (Delaware) L.L.C.	Delaware
Triumph II Investments (Ireland) Limited	Ireland
GS Diversified Funding LLC	Delaware
Panda Investments Ltd	Mauritius
GS (Asia) L.P.	Delaware
Goldman Sachs (Japan) Ltd.	British Virgin Islands
Goldman Sachs Japan Co., Ltd.	Japan
J. Aron Holdings, L.P.	Delaware
J. Aron & Company	New York
Horizon Fundo De Investimento Multimercado Credito Privado - Investimento No Exterior	Brazil
Goldman Sachs Asset Management, L.P.	Delaware
Goldman Sachs Hedge Fund Strategies LLC	Delaware
Goldman Sachs (Cayman) Holding Company	Cayman Islands
Goldman Sachs (Cayman) Trust, Limited	Cayman Islands
Goldman Sachs (Asia) Corporate Holdings L.P.	Delaware
Goldman Sachs Holdings (Hong Kong) Limited	Hong Kong
Goldman Sachs (Asia) Finance	Mauritius
Goldman Sachs (Asia) LLC	Delaware
Goldman Sachs (Asia) Securities Limited	Hong Kong
Goldman Sachs Financial Markets, L.P.	Delaware
MTGLQ Investors, L.P.	Delaware
ELO Investors, Ltd	United Kingdom
GS European Opportunities Fund B.V.	Netherlands
GS European Strategic Investment Group B.V.	Netherlands
Opal Resources LLC	Delaware
GS Mehetia LLC	Delaware
Mehetia Holdings Inc.	Delaware
GS Lending Partners Holdings LLC	Delaware
Goldman Sachs Lending Partners LLC	Delaware
Goldman Sachs Bank USA	New York
Goldman Sachs Mortgage Company	New York
GSCP (DEL) Inc.	Delaware
Goldman Sachs Credit Partners L.P.	Bermuda
GSTM LLC	Delaware
SLK LLC	New York
Goldman Sachs Execution & Clearing, L.P.	New York
GS Financial Services II, LLC	Delaware
GS Funding Europe	United Kingdom
GS Funding Europe I Ltd.	Cayman Islands

Name	State or Jurisdiction of Organization of Entity
GS Funding Europe II Ltd.	Cayman Islands
GS Investment Strategies, LLC	Delaware
GSEM (Del) Inc.	Delaware
GSEM (Del) Holdings, L.P.	Delaware
GSEM Bermuda Holdings, L.P.	Bermuda
GSEM (Del) LLC	Delaware
GS Equity Markets, L.P.	Bermuda
GSIP Holdco A LLC	Delaware
Special Situations Investing Group, Inc.	Delaware
GS Mortgage Derivatives, Inc.	Delaware
GS Direct, L.L.C.	Delaware
Commonwealth Annuity and Life Insurance Company	Massachusetts
First Allmerica Financial Life Insurance Company	Massachusetts
Goldman Sachs Specialty Lending Holdings, Inc. II	Delaware
Goldman Sachs Specialty Lending CLO-I, Ltd.	Cayman Islands
GS Power Holdings LLC	Delaware
Natural Resources Investments S.L.	Spain
Comercializadora Internacional Colombiana Natural Resources I S.A.S.	Colombia
Mitsi Holdings LLC	Delaware
Metro International Trade Services LLC	Delaware
MLQ Investors, L.P.	Delaware
AR Holdings (Delaware) L.L.C.	Delaware
AR Holdings GK	Japan
GK Kagurazaka Holdings	Japan
GK Arisugawa Finance	Japan
K.K. Minato Saiken Kaishu	Japan
GS PIA Holdings GK	Japan
Crane Holdings Ltd.	Japan
Goldman Sachs Realty Japan Ltd.	Japan
Goldman Sachs Ireland Group Holdings LLC	Delaware
Goldman Sachs Ireland LLC	Delaware
Goldman Sachs Ireland Group Limited	Ireland
Goldman Sachs Ireland Holdings Limited	Ireland
Goldman Sachs Bank (Europe) plc	Ireland
Rothsay Life, L.L.C.	Delaware
Rothsay Life (Cayman) Limited	Cayman Islands
Rothsay Life Limited	United Kingdom
ELO Holdings (Del) LLC	Delaware
ELO Holdings (UK) Ltd	United Kingdom
ELO Investors II Ltd	United Kingdom
Goldman Sachs Specialty Lending Holdings, Inc.	Delaware
Goldman Sachs Holdings ANZ Pty Limited	Australia
GS HLDGS ANZ II Pty Ltd	Australia
Goldman Sachs Australia Group Holdings Pty Ltd	Australia
Goldman Sachs Australia Pty Ltd	Australia
Archon International Inc.	Delaware
Archon Group Deutschland GMBH	Germany
Goldman Sachs Private Equity Group Master Fund I, LLC	Delaware

THE GOLDMAN SACHS GROUP, INC AND ITS SUBSIDIARIES

Signature

print name Michael Corwin capacity Authorised Person
(signing under power of attorney
in accordance with section 52 of
the Corporations Act)

sign here



date

December 12 2012