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ASX RELEASE / MEDIA RELEASE

RESPONSE TO MEDIA REPORTS

Southern Cross Media Group Limited (ASX: SXL) (**SCA**) notes recent press reports suggesting possible corporate action involving the company.

The market is aware that SCA's current content affiliation arrangements with the Ten Network expire in mid 2013. SCA understands that there may be speculation regarding the strategic direction of the company in that context.

SCA is reviewing a number of strategic options. The board has not, at this stage, formed a view as to any preferred option.

SCA notes that under the current legislative framework, any merger between SCA and any of the metropolitan television stations is effectively prohibited.

SCA does not intend to comment further in response to market speculation on these matters and will make further announcements as and when appropriate.

Further information, analysts and investors please contact:

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