



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.southerncrossaustereo.com.au](http://www.southerncrossaustereo.com.au)

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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:**

Rhys Holleran  
Chief Executive Officer  
Tel: + 61 3 9922 2001

Stephen Kelly  
Chief Financial Officer  
Tel: +61 3 9252 1020