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ASX RELEASE / MEDIA RELEASE

SCMG Chief Financial Officer

"Southern Cross Media Group Limited (ASX: SXL) ("SCMG") announces the passing yesterday of its Chief Financial Officer, Stephen Kelly. Stephen was a highly respected member of our senior team and held in deep admiration and affection by our board, our company, its staff and the investor community. We offer our deepest sympathies and condolences to the many friends that Steve had at SCMG and, more importantly, to his wife Alex, children Josh and Ben, and his many friends.

In the interim, SCMG is giving immediate attention to ensure that the functions of the CFO are completely fulfilled."

For further information, please contact:

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