Southern Cross Media Group Limited
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ASX RELEASE

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Dividend Reinvestment Plan

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In Southern Cross Media Group Limited's (**ASX: SXL**) (**SCMG**) half year results announcement of 19 February 2014, the company advised that a fully franked dividend of 4.5 cents per share would be payable on 24 April 2014 to shareholders registered as at 5:00 pm (AEST) on 7 April 2014.

SCMG's Dividend Reinvestment Plan (DRP) will apply to this dividend. Details of the DRP can be obtained from SCMG's website (www.southerncrossaustereo.com.au) under the 'Distributions and DRP' tab which can be found on the Investor page.

The pricing period for DRP purposes will be 8 trading days, starting on 9 April 2014 and concluding on 22 April 2014 (both inclusive). The pricing methodology is the average VWAP over the pricing period. No discount will apply to the price of shares issued under the DRP. The DRP application price will be announced to the ASX at the end of the pricing period. It is further noted that under the DRP, SCMG can either issue new shares or cause existing shares to be acquired in the market. It is SCMG's intention to have shares acquired in the market for the DRP as it relates to this dividend.

DRP application forms must be received by SCMG's registry, Computershare Investor Services, by 5:00 pm (AEST) on 7 April 2014 to be effective for this dividend. Application forms received after this time will only be effective for subsequent dividends to which the DRP may apply.

Shareholders who wish to change their participation in the DRP are advised to visit SCMG's registry website (www.investorcentre.com) or to contact Computershare Investor Services on 1300 766 272. Changes to participation must also be received by 5:00 pm (AEST) on 7 April 2014.

For further information, please contact:

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