



SOUTHERN CROSS AUSTereo
absolutely engaging

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ASX RELEASE / MEDIA RELEASE

PETER BUSH NEW NON-EXECUTIVE CHAIRMAN OF SOUTHERN CROSS MEDIA GROUP

Southern Cross Media Group Limited (ASX: SXL) is pleased to announce the appointment of PETER BUSH as its Non-Executive Independent Director and Chairman, with effect today, 25 February 2015. Mr Bush replaces Max Moore-Wilton who has served as Chairman since 2007.

SXL is gaining the benefit of Mr Bush's proven leadership, strategic and management achievements in executive roles spanning the media, FMCG and consumer products sectors. He also brings considerable and highly respected public company directorship experience to Southern Cross Media Group.

Mr Bush is currently Chairman of Pacific Brands, Chairman of Mantra Group and has also served on the boards of Nine Entertainment Holdings, Insurance Australia Group, Miranda Wines, McDonalds Australia Limited and Lion Nathan.

The appointment of Peter Bush continues the Group's commitment to renew and strengthen the independence of the SXL Board which commenced in mid-2014 with the appointment of three new Independent Directors - Kathy Gramp, Rob Murray and Glen Boreham. This appointment also ensures that the Board now consists of a clear majority of independent members. Mr Bush will also Chair the Nomination Committee.

Peter Bush said: "Media is undoubtedly one of the most dynamic of all industries, made more so by the range of challenges and opportunities prevailing today- there is just so much going on. Southern Cross Media Group is extremely well situated to meet both the challenges and opportunities, making this role just too good to refuse".

Outgoing Non-Executive Director and Chairman, Mr Moore-Wilton said: "It is a pleasure to hand over to a new Chairman of Peter's experience and capability. I am confident that he will guide the Board and management in delivering value for shareholders."

The Board of Directors, management and staff welcome Peter Bush to the role of Non-Executive Independent Chairman and thank Max Moore-Wilton for his long and distinguished service.

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