



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

23rd April 2015

ASX RELEASE / MEDIA RELEASE

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

Southern Cross Media Group Limited (ASX:SXL) Chairman, Peter Bush today announced the appointment of Helen Nash as Non-Executive Independent Director to the SCMG Board. Helen Nash will assume her new role with effect from 23 April 2015.

Helen has more than 20 years' experience in brands and marketing, including seven years in fast moving consumer goods at Procter & Gamble, followed by three years in publishing at IPC Media. Helen held a variety of senior executive roles at McDonald's Australia Ltd over a period of nearly ten years, including the position of Chief Operating Officer, overseeing restaurant operations, marketing, menu, insights and research and information technology. Helen is currently a Non-Executive Director of Blackmores Limited (since October 2013) and Pacific Brands Ltd (since August 2013) and is Chair of Remuneration Committees of both companies.

Commenting on Helen Nash's appointment as Independent Non-Executive Director, Peter Bush said: "We are delighted Helen has agreed to join the Board. Helen not only brings a depth of commercial experience to the table but also has a fine strategic mind to lend at a time when the industry is facing interesting challenges."

Helen Nash said "I am delighted to be joining the Board of such an innovative and entertaining business and look forward to working with my colleagues to ensure the continued success of Southern Cross Media Group"

For further information, please contact:

Rhys Holleran
Chief Executive Officer
Tel: 03 9922 2001

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