



SOUTHERN CROSS AUSTereo
absolutely engaging

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SOUTHERN CROSS AUSTereo ANNOUNCES JOHN KELLY AS CHIEF OPERATING OFFICER

Southern Cross Media Group Limited (ASX:SXL or "Southern Cross Austereo") today announced John Kelly has been appointed as its Chief Operating Officer, effective 1 February 2016.

This newly created role will see John take on a leadership role managing the operations of Southern Cross Austereo. Reporting to the Chief Executive Officer Grant Blackley, Mr Kelly will join Southern Cross Austereo's Leadership Group, which together with the Board is charged with crafting and leading the strategic direction of the company.

As the Chief Operating Officer, John will principally manage all operational aspects of the business by leading and managing SCA Metropolitan Operations and group functions including engineering, IT, technology and human resources. The role will work collaboratively with the Senior Leadership team ensuring there is a co-ordinated drive to build the business performance across all parts of the company's media businesses.

Southern Cross Austereo CEO Grant Blackley, said "John's appointment is a key element in building Southern Cross Austereo's management team, who are responsible for leading the company's success.

"His strong strategic focus and management skills, demonstrated by his long senior career in both media and sport will be invaluable in building a stronger and more successful Southern Cross Austereo."

John Kelly said: "I am excited at the opportunity of joining Grant and the leadership team of Southern Cross Austereo, to further advance improved performance of such a significant group of media assets."

John was Chief Operating Officer and Chief Financial Officer of the Football Federation of Australia. At a time when the FFA has been seeking to increase the popularity of Football in Australia, as 2IC to the CEO, John had responsibilities including; strategy, broadcasting, financial, digital and human resources.

Prior to the FFA, John has spent fifteen years at the Ten Network in a number of financial roles culminating in his leadership position as Group Chief Financial Officer.

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