

SOUTHERN CROSS AUSTEREO RENEWS AFL RADIO RIGHTS UNTIL 2022

Southern Cross Austereo (SCA) today announced that it has entered into a new six year agreement with the AFL for the radio broadcast of AFL games and other AFL events on the Triple M Network and affiliated regional stations. The new agreement commences on 1 November 2016.

AFL will be broadcast on 40 stations with Triple M Footy calling every AFL game, every week, allowing more fans than ever before access to AFL on radio.

Triple M will have FM commercial exclusivity in Melbourne, Adelaide and Perth and in addition to broadcast and simulcasting on digital radio, for the first time SCA will be streaming the games via each station's website.

SCA will deliver AFL to all States with calls of all Lions games into Brisbane, all Suns games into the Gold Coast and calls of all Swans and GWS games with the addition of Saturday football in Sydney.

The SCA and AFL partnership extends beyond the call of the game and beyond the Triple M network. In a new feature of the alliance, SCA will be actively supporting women's football, with on air promotions of the AFLW competition in Breakfast and Drive on Fox FM in Melbourne, and on Hit 107 in Adelaide and Hit 929 in Perth. The AFLW grand final will be broadcast live on Triple M in Melbourne and Adelaide. There will also be live coverage of selected other AFLW matches around the Triple M Network.

Announcing the renewal, Grant Blackley CEO of SCA said "This is an outstanding outcome for SCA and for AFL fans around Australia."

"We've had a strong partnership with AFL for over 20 years and this new long term extension provides both continuity and security of rights moving forward."

"Over the past two decades, our listeners have come to expect Triple M to bring them the most entertaining and informed footy call and other AFL content. We're thrilled that this valuable partnership with AFL is continuing and with even more benefits to our listeners and advertisers than ever before."

"The financial offer included in the new agreement with the AFL was included in the outlook and financial guidance provided on release to ASX of SCA's FY16 results on 25 August 2016."

For further information, please contact.

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