

PETER HARVIE RETIRES AS A DIRECTOR OF SOUTHERN CROSS AUSTEREO

Southern Cross Media Group Limited (ASX:SXL) (**Southern Cross Austereo** or **SCA**) announced today that Peter Harvie has retired as a director. Peter joined the Board in 2011 following the merger of Southern Cross Broadcasting and Austereo Group to form Southern Cross Austereo.

Starting as a radio writer with Clemenger Melbourne in 1966, Peter Harvie became Managing Director of a restructured Clemenger Harvie in 1974. He left Clemenger Harvie in 1993 to become Managing Director of the Triple M Network and then Executive Chairman of Austereo Group Limited from 2001. In 2011, he steered Austereo through the merger with Southern Cross Broadcasting to create Southern Cross Austereo, now one of Australia's largest and most diverse media companies.

Peter Harvie was inducted into the Commercial Radio Hall of Fame in 2014.

SCA Chairman Peter Bush said, "SCA has benefited greatly from Peter's 50 years' experience in the advertising, marketing and media industries. He has been an informed and forthright contributor to Board deliberations. Because of his deep background with the business, Peter is well-liked and respected by executives throughout the business who have worked with him for many years. Everyone at SCA wishes him well for his future endeavours."

Mr Bush added that SCA's Board intended to appoint a new non-executive director and would make an announcement in due course.

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