



MEDIA RELEASE

3 March 2005

DIVIDENDS

On 24 February 2005, Southern Cross Broadcasting (Australia) Limited ("**Southern Cross**") announced that a fully franked interim dividend of 33 cents per share had been declared. The record date for determining entitlements to the dividend is 9 March 2005 and the payment date is 18 March 2005.

Southern Cross confirms that the interim dividend is payable on both its fully paid ordinary shares (ASX Code: SBC) and its Convertible Preference Shares (ASX Code: SBCPA). The Convertible Preference Shares will commence trading on an ex-dividend basis on 4 March 2005.

Shareholders are again reminded that the company's Dividend Reinvestment Plan will operate in respect of the interim dividend payable on 18 March 2005. The Plan offers all shareholders, including Convertible Preference Shareholders, the opportunity of taking their dividend in the form of fully paid ordinary shares at a 2.5% discount on the prevailing market price. The last day for lodgement of Notice of Election/Variation is Wednesday, 9 March 2005.

For further information please contact Eddie Chia, Company Secretary
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