



5 October 2006

Company Announcements Office,  
Australian Stock Exchange Limited,  
Exchange Centre,  
20 Bridge Street,  
SYDNEY, NSW 2000

**Southern Cross Broadcasting (Australia) Limited - Final Dividend 2006  
Dividend Reinvestment Plan Price**

On 8 September 2006, directors of Southern Cross Broadcasting (Australia) Limited declared the final dividend of 34 cents per share. The dividend is payable on 13 October 2006 to holders of fully paid ordinary shares registered in the books of the company at the close of business on 4 October 2006.

The price set for shares to be allotted under the Southern Cross Dividend Reinvestment Plan is \$12.79, being the volume weighted average sale price of Southern Cross ordinary shares during the five Business Days up to and including the Record Date.

Yours sincerely,

Eddie Chia  
Company Secretary