



ASX RELEASE

17 October 2007

Southern Cross Broadcasting Satisfies Scheme Conditions Precedent Relating to ACCC and Ten/Seven Program Supply Agreements

Southern Cross Broadcasting (Australia) Limited (ASX: SBC) ("**SCB**") announced on 3 July 2007 a proposed transaction whereby, subject to various conditions, Macquarie Media Group (ASX: MMG) ("**MMG**") would acquire all of the shares MMG did not already own in SCB by way of a scheme of arrangement to be voted on by SCB shareholders, under which holders of fully paid SCB shares will receive total payments of \$17.41 per share.

Under the Merger Implementation Agreement ("**MIA**") agreed between SCB and MMG, it is a condition precedent to the scheme of arrangement becoming effective that regulatory clearance under the *Trade Practices Act 1974* must be obtained.

On 13 September 2007, following its initial market inquiries, the Australian Competition and Consumer Commission ("**ACCC**") released a Statement of Issues regarding the proposed transaction, in accordance with its standard merger review process guidelines.

Having completed its market enquiries and after reaching agreement with MMG in relation to various undertakings should the scheme of arrangement be implemented, the ACCC today announced that it does not propose to intervene in the proposed acquisition of SCB by MMG. The condition precedent is therefore satisfied.

In addition, it is a condition precedent to the scheme of arrangement becoming effective that Network Ten Pty Limited ("**Ten**") and Seven Network (Operations) Limited ("**Seven**") provide all necessary consents or waivers required as a result of implementation of the scheme of arrangement under certain existing agreements whereby those parties supply television programming to SCB.

Both Seven and Ten have provided the necessary consents or waivers to SCB and this condition has also therefore been satisfied.

SCB Shareholders are due to vote on the Share Scheme at a Share Scheme Meeting to be held at 10.00am on Friday, 19 October 2007. SCB Option Holders are similarly due to vote on the Option Scheme at an Option Scheme Meeting to be held at 8.30am on Friday, 19 October 2007. Both Scheme Meetings will be held at the offices of Corrs Chambers Westgarth at level 36, 600 Bourke Street Melbourne, Victoria.

Further information in relation to the proposed transaction is set out in the Scheme Booklet that was distributed to SCB Shareholders and Option Holders on 17 September 2007 and is available for download at www.southerncrossbroadcasting.com.au.

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SCB Shareholder Enquiries

Shareholders and Option Holders who have questions in relation to the proposed Share Scheme or Option Scheme should call the Shareholder Information Line during business hours on 1800 127 953 if calling from within Australia, or +61 2 8280 7720 if calling from outside Australia.