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16 June 2009



ASX RELEASE / MEDIA RELEASE

Macquarie Media Group[®] – Announcement of launch of ONE HD digital television in Regional New South Wales, Queensland, Victoria and the ACT

Macquarie Media Group (MMG) today notes the announcement of the launch of ONE HD digital television to regional viewers of Southern Cross Television who currently receive our high definition (HD) service in New South Wales, Queensland, Victoria and the ACT. Further details are set out in the attached release from MMG's Australian business, Macquarie South Cross Media (MSCM).

Mr Mark Dorney, Chief Executive Officer, MMG said, "MMG is pleased to announce that MSCM will be bringing ONE HD to regional viewers of Southern Cross Ten who currently receive our HD service in New South Wales, Queensland, Victoria and the ACT. The launch is possible because of the significant investment by MSCM in digital equipment and facilities to enable HD programming to be delivered to viewers. ONE HD will provide 24 hour sports coverage for viewers with HD televisions and HD set-top boxes in these areas subject to digital coverage."

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MACQUARIE SOUTHERN CROSS MEDIA

PRESS RELEASE

16 June 2009

**** FOR IMMEDIATE RELEASE ****

Macquarie Southern Cross Media (MSCM) has announced today that high definition television will be available to regional viewers of Southern Cross Ten who currently receive our high definition (HD) service in New South Wales, Queensland, Victoria and the ACT for the first time from 2 July, 2009.

MSCM's Southern Cross Ten network will launch ONE HD to regional viewers who receive our HD service in these three states subject to digital coverage. Viewers will require a HD set top box or television to receive ONE HD. ONE HD will be broadcast on Channel 50 which should be tuned in to the television sets of all viewers with a HD Set Top Box or built in tuner.

ONE HD is the only free to air channel devoted solely to sport, 24 hours a day, every day of the week.

Macquarie Southern Cross Media's Chief Executive Officer, Rhys Holleran, said "We are thrilled to be able to bring ONE HD to our regional viewers who currently receive our HD service in New South Wales, Queensland, Victoria and the ACT. The launch of this channel follows the significant investment program which was required to enable the broadcasting of HD television across 25 markets we have in these regions in Eastern Australia ranging from Far North Queensland down to Southern Victoria.

"The launch of high definition television in these markets in regional Australia will play an integral role in the transition from analogue to digital television in the coming years."

The Minister for Broadband, Communications and the Digital Economy, Senator Stephen Conroy, welcomed the availability of new digital television content for more Australian viewers.

"Digital television means better pictures, improved sound quality and new content. I welcome the continued rollout of additional digital television services and congratulate Macquarie Southern Cross Media for the further expansion of ONE HD," Senator Conroy said.

Some of the sport highlights that these regional viewers in New South Wales, Queensland, Victoria and the ACT can look forward to from 2 July 2009 include:

AFL – the 2009 NAB Cup, home and away season, and finals including the Grand Final returning to the network in 2009

Netball – ANZ Championship Competition and all Test matches featuring the Australian Netball Diamonds, exclusively for the next five years

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Commonwealth Games – 2010 Delhi Commonwealth Games

Formula 1 – every round of the F1 World Championship scope

Moto GP – extensive coverage of every round of the World Championship

NASCAR – live coverage of the Daytona 500 and other major Sprint Cup races, live coverage of the Nationwide Series, as well as Sprint Cup qualifying

Australian Rally Championship – exclusive coverage of every round

National Football League (NFL) – three games per week live, including the flagship Sunday and Monday night games, as well as live coverage of play-offs and the Super Bowl

Major League Baseball (MLB) – five games per week live, including prime time coverage of play-offs and World Series

National Basketball Association (NBA) – three games per week live

Golf – US Masters, US Open, World Golf Championships including the Accenture MatchPlay Championship, the CA Championship, the Bridgestone Invitational and the World Cup, Australian PGA, Ladies Masters, 2010 Ryder Cup, and 15 additional international and domestic events including the Johnnie Walker Classic, and the Asian tour's flagship event the Singapore Open and the tour's season ending Volvo Masters of Asia.

U.S. College sports – American football and basketball

Tennis – ATP and WTA tennis, details to be confirmed, approximately 11 tournaments during 2009.

Swimming – HD ONE is the exclusive broadcaster for Swimming Australia. This includes coverage of the Australian Swimming Championships, Pan Pacific Championships, Australian Short Course Championships, FINA World Short Course, Swimmer of the Year – a minimum 109 hours per year for the next eight years.

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