

RESPONSE TO MEDIA SPECULATION

Nine Entertainment Co. (ASX:NEC) refers to speculation in today's press regarding merger discussions with Southern Cross Media (ASX:SXL). NEC confirms that from time to time over the past few years there have been discussions with Southern Cross Media on various commercial and broader business transactions.

NEC and Southern Cross Media have not reached any agreement on any transaction. Should an agreement be reached at any time, NEC will make an appropriate announcement to the market in accordance with its disclosure obligations.

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