

The Manager  
Company Announcements Office  
Australian Stock Exchange Limited  
Level 4, 20 Bridge Street  
SYDNEY NSW 2000

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## **LAUNCH OF THE 24/7 DEDICATED SPORT CONTENT RADIO STATION ON 1629AM IN ADELAIDE**

Pacific Star Network Limited (**Company**) is pleased to announce the launch of a new 24/7 dedicated sport content radio station, 'SEN SA' following the recent acquisition of the South Australian 1629AM radio licence, (**Licence**) by its wholly owned subsidiary Crocmedia Pty Ltd. The launch of SEN SA is focused on South Australian audiences with a special interest in sport and expands the Company's 'Whole of Sport' offering.

1629 SEN SA will kick off with the first Test match of the cricket season at Adelaide Oval on December 6, 2018. Other programming will include a local breakfast, afternoon and drive show, exclusive coverage of all 59 Big Bash League matches and syndicated 'sport talk' shows from the Company's other radio assets.

The Company's Managing Director Craig Hutchison said South Australia was a passionate sporting state that deserved its own offering.

"South Australia is a parochial state and 1629 SEN SA will deliver thousands of hours of local content each year across all sports,' Hutchison said. "That's content made in Adelaide for South Australians."

"It will also however provide national content and leverage the broader business rights and content portfolio. Put simply it provides the best of both worlds."

"South Australia already provides 10 per cent of SEN Melbourne's online audience and around 40,000 South Australians are already 1116 SEN listeners remotely."

"A 24/7 sports talk station for SA is the natural extension."

The Licence was acquired for cash consideration which is not material to the Company. The transfer of the Licence to the Company has been approved by the Australian Communications and Media Authority.

The Company is well funded and will continue to actively assess opportunities to expand its radio, regional and sport-led 'Whole of Sport' offering.

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