

Sinclair Broadcast Group Reports Record 4th Quarter Revenue And Broadcast Cash Flow

BALTIMORE, Feb. 10 /PRNewswire/ -- Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) (the "Company") reported today its financial results for the three months and twelve months ended December 31, 1996. Total revenues increased to \$141.3 million for the three months ended December 31, 1996, from \$59.1 million for the three months ended December 31, 1995, or 139.2%. When excluding the effects of non-cash barter transactions, net broadcast revenues for the three months ended December 31, 1996, increased by 136.4% over the three months ended December 31, 1995. Total revenues increased to \$378.5 million for the twelve months ended December 31, 1996, from \$206.1 million for the twelve months ended December 31, 1995, or 83.6%. When excluding the effects of non-cash barter transactions, net broadcast revenues for the twelve months ended December 31, 1996, increased by 84.4% over the twelve months ended December 31, 1995. These increases in broadcast revenues were primarily the result of acquisitions consummated by the Company in 1995 and during the first eight months of 1996 (collectively, the "Acquisitions"), as well as growth in television broadcast revenue on a same station basis.

Broadcast cash flow increased to \$71.4 million for the three months ended December 31, 1996, from \$34.1 million for the three months ended December 31, 1995, or 109.1%. Broadcast cash flow increased to \$189.2 million for the twelve months ended December 31, 1996, from \$111.1 million for the twelve months ended December 31, 1995, or 70.3%. The increase in broadcast cash flow for the three months and twelve months ended December 31, 1996, as compared to the three months and twelve months ended December 31, 1995, resulted primarily from the Acquisitions and growth in television broadcast cash flow on a same station basis.

Operating cash flow increased to \$68.5 million for the three months ended December 31, 1996, from \$32.8 million for the three months ended December 31, 1995, or 108.8%. Operating cash flow increased to \$180.3 million for the twelve months ended December 31, 1996, from \$105.8 million for the twelve months ended December 31, 1995, or 70.5%. The increases in operating cash flow for the three and twelve months ended December 31, 1996, as compared to the three and twelve months ended December 31, 1995, resulted primarily from the Acquisitions and growth in television operating cash flow on a same station basis.

After tax cash flow increased to \$31.1 million for the three months ended December 31, 1996, from \$20.3 million for the three months ended December 31, 1995, or 53.5%. After tax cash flow increased to \$92.5 million for the twelve months ended December 31, 1996, from \$65.5 million for the twelve months ended December 31, 1995, or 41.3%. After tax cash flow per share increased to \$0.80 for the three months ended December 31, 1996, from \$0.58 for the three months ended December 31, 1995, or 37.9%. After tax cash flow per share increased to \$2.47 for the twelve months ended December 31, 1996, from \$2.03 for the twelve months ended December 31, 1995, or 21.7%. The increases in after tax cash flow for the three months and twelve months ended December 31, 1996, as compared to the three months and twelve months ended December 31, 1995, primarily resulted from the Acquisitions and growth in operating cash flow on a same station basis, offset in part by interest expense on the debt incurred to consummate the Acquisitions.

David Amy, Chief Financial Officer of the Company, commented, "On a pro forma basis, our fourth quarter results benefited from solid revenue growth of 4.6%. That revenue growth, in combination with an exceptional performance in managing our operating expenses, led to growth in operating cash flow of 9.2% on a pro forma basis. These results demonstrate that the expense synergies resulting from our recent acquisitions are on track. I am also delighted that our after tax cash flow per share grew in excess of 20% during a year in which we made significant acquisitions."

SINCLAIR BROADCAST GROUP, INC.
HISTORICAL FINANCIAL HIGHLIGHTS
(Dollars in Thousands except for per share data)

	Three Months			Twelve Months		
	Ended December 31,			Ended December 31,		
	1996	1995	Incr %	1996	1995	Incr %
Net broadcast						
revenues	\$127,107	\$53,768	136.4	\$346,459	\$187,934	84.4
Total revenues	141,299	59,083	139.2	378,488	206,134	83.6
Broadcast cash						
flow	71,361	34,130	109.1	189,216	111,124	70.3
Operating cash						
flow	68,452	32,778	108.8	180,272	105,750	70.5
After tax cash						
flow	31,103	20,266	53.5	92,500	65,460	41.3
Program contract						
payments	11,150	5,279	111.2	30,451	19,938	52.7
Corporate expense	2,909	1,352	115.2	8,944	5,374	66.4
Net income	2,948	4,427	(33.4)	1,131	76	N.M.
Per share data:						
After tax cash						
flow per share	\$0.80	\$0.58	37.9	\$2.47	\$2.03	21.7
Net income per						
share	\$0.08	\$0.13	(38.5)	\$0.03	\$0.00	N.M.

N.M.- Not Meaningful

Sinclair Broadcast Group, Inc. is one of the nation's largest broadcast groups, owning and/or providing programming services to 28 television stations in 20 separate markets, and owning, providing sales and programming services to, or having options to acquire, 33 radio stations in 8 separate markets. The television group will reach approximately 15% of U.S. television households after a pending acquisition and includes ABC, CBS, Fox, UPN and WB affiliates. The radio group is one of the twenty largest groups in the United States.

Notes:

"Broadcast cash flow" is defined as broadcast operating income plus corporate expenses, deferred compensation, depreciation and amortization (including film amortization), and amortization of excess syndicated programming, less cash payments for program rights. Cash program payments represent cash payments made for current programs payable and do not necessarily correspond to program usage. The Company has presented broadcast cash flow data, which the

Company believes is comparable to the data provided by other companies in the industry, because such data is commonly used as a measure of performance for broadcast companies. However, broadcast cash flow does not purport to represent cash provided by operating activities as reflected in the Company's consolidated statements of cash flows, and is not a measure of financial performance under generally accepted accounting principles and should not be considered in isolation of, or a substitute for, measures of performance prepared in accordance with generally accepted accounting principles.

"Operating cash flow" is defined as broadcast cash flow less corporate expenses and is a commonly used measure of performance for

broadcast companies. Operating cash flow does not purport to represent cash provided by operating activities as reflected in the Company's consolidated statements of cash flows, is not a measure of financial performance under generally accepted accounting principles and should not be considered in isolation of, or a substitute for, measures of performance prepared in accordance with generally accepted accounting principles.

"After tax cash flow" is defined as net income (loss) before extraordinary items plus depreciation and amortization (including film amortization), non-cash deferred compensation expense, and amortization of excess syndicated programming, less program contract payments. After tax cash flow is presented here not as a measure of operating results and does not purport to represent cash provided by operating activities. After tax cash flow should not be considered in isolation of, or a substitute for, measures of performance prepared in accordance with generally accepted accounting principles.

"After tax cash flow per share" is defined as after tax cash flow divided by weighted average shares outstanding.

The matters discussed in this report include forward-looking statements. Such statements are subject to a number of risks and

uncertainties, such as the impact of changes in national and regional economies, successful integration of acquired television and radio stations (including achievement of synergies and cost reductions), pricing fluctuations in local and national advertising and volatility in programming costs. Additional risk factors regarding the Company are set forth in the Company's registration statement on Form S-3 filed with the Securities and Exchange Commission on November 7, 1996 (as amended).

SINCLAIR BROADCAST GROUP, INC. AND SUBSIDIARIES
CONSOLIDATED STATEMENTS OF OPERATIONS
(in thousands except per share data)

	Quarter Ended		Year Ended	
	December 31,		December 31,	
	1996	1995	1996	1995
Station broadcast revenues, net of agency commissions	\$127,107	\$53,768	\$346,459	\$187,934
Revenues realized from barter arrangements	14,192	5,315	32,029	18,200
Net revenues	141,299	59,083	378,488	206,134

OPERATING EXPENSES:

Program and production	23,650	7,506	66,652	28,152
Selling, general and administrative	26,311	8,744	75,924	36,174
Expenses realized from barter arrangements	11,736	4,776	25,189	16,120
Amortization of program contract costs and net realizable value adjustments	13,447	7,664	47,797	29,021
Depreciation and amortization of property and equipment	4,735	1,063	11,711	5,400
Amortization of acquired intangible broadcasting assets and other assets	17,964	12,605	58,530	45,989
Deferred compensation	116	0	739	0
Amortization of excess syndicated programming	3,043	0	3,043	0
	101,002	42,358	289,585	160,856

Broadcast operating income	40,297	16,725	88,903	45,278
-------------------------------	--------	--------	--------	--------

OTHER INCOME (EXPENSE):

Interest expense	(27,667)	(10,946)	(84,314)	(39,253)
Interest income	298	1,943	3,136	3,942
Other income (expense)	(644)	246	342	221
	(28,013)	(8,757)	(80,836)	(35,090)

Income before provision for income taxes	12,284	7,968	8,067	10,188
Provision for income taxes	(9,336)	(3,755)	(6,936)	(5,200)

Net income before extraordinary item	\$2,948	\$4,213	\$1,131	\$4,988
Extraordinary item -- loss on extinguishment of debt, net of tax benefit	---	214	---	(4,912)

Net income	\$2,948	\$4,427	\$1,131	\$76
------------	---------	---------	---------	------

Net income per share, before extraordinary item	\$0.08	\$0.12	\$0.03	\$0.15
---	--------	--------	--------	--------

Net income per share, after extraordinary item	\$0.08	\$0.13	\$0.03	\$0.00
Weighted average shares outstanding	38,984	34,750	37,381	32,198

SOURCE Sinclair Broadcast Group

CONTACT: David Amy, Chief Financial Officer, or Patrick Talamantes, Director of Corporate Finance, of Sinclair Broadcast Group, 410-467-5005