

News Release

August 11, 1997
Baltimore, MD

Contact: Nat Ostroff, VP of New Technology
Patrick Talamantes, Dir. of Corporate Finance
(410) 467-5005

SINCLAIR TO USE DIGITAL TELEVISION TO BROADCAST MULTIPLE CHANNELS AND INTERNET DATA

PLANS FULL DEMONSTRATION OF MULTI-CAST TECHNOLOGY IN BALTIMORE FOR JANUARY 1998

Sinclair Broadcast Group announced today that it is planning to use its digital television channels to broadcast multiple channels of television. The decision to proceed to a "multi-cast" application is based on the available technology already employed by the direct-to-home satellite industry as well as several European countries that already are proceeding with multi-cast through terrestrial TV transmitters.

The new multi-cast service has the potential to provide TV programming similar to that of the cable industry with quality similar to the direct-to-home satellite industry at a cost to the public that should be less than either service. The multi-cast use of the digital spectrum will permit a number of TV channels to be broadcast over one of today's standard TV channels. Multi-cast use of the digital spectrum is permitted under the new FCC rules for digital television adopted in April of this year. In accordance with those rules, Sinclair plans to provide its current TV program channel for free. Other TV programs, like that found on cable, will be available on a subscription basis. Sinclair will group several TV stations' digital channels together to permit the delivery of a large number of free and subscription-based channels.

David Smith, President of Sinclair said, "The multi-cast business model can produce an additional revenue stream to our company while also providing the public with a superior TV service at a competitive cost. We didn't see that to be the case if we chose to broadcast a single channel of high definition television." Mr. Smith went on to say, "We view a multi-casting application, through the digital spectrum, as the beginning of a long-term opportunity for over the air broadcasting to become a multiple income stream enterprise and a truly diversified business."

Nat Ostroff, Vice President of New Technology for Sinclair, stated, "The over-the-air multi-casting business will also include high speed data transmissions to home and business computers. This can create a whole new generation of INTERNET applications that could include delivery of newspapers, music and movies directly to the user's computer in a fraction of the time it takes today using telephone modems. We view the high-speed data capacity of the over-the-air signal as the ideal vehicle for implementing INTERNET "push" technology and finally creating a true "broadcast" service from the INTERNET. Sinclair intends to partner with INTERNET data providers and is

actively seeking out the best ones on and off of the Web." Mr. Ostroff added, "The implementation of a diversified multiple program plus data service by over-the-air television has the potential to revolutionize the way the American public gets information and entertainment to the same extent that television itself did fifty years ago."

Sinclair plans to roll out a first demonstration of multi-casting in its headquarters market of Baltimore in January of 1998. The first demonstration will use at least two television stations' digital channels. Later in 1998, at the annual broadcasting convention in Las Vegas, where Sinclair also owns a station, multi-casting will also be demonstrated.

Sinclair Broadcast Group, Inc. is one of the nation's largest broadcast groups, owning and/or providing programming services to 29 television stations in 21 separate markets, and owning, providing sales and programming services to, or having options to acquire, 34 radio stations in 8 separate markets. The television group reaches approximately 15% of U.S. television households and includes ABC, CBS, FOX, WB, and UPN affiliates. The radio group is one of the twenty largest groups in the United States. Sinclair's television and radio stations serve markets in Alabama, California, Illinois, Indiana, Iowa, Kentucky, Louisiana, Maryland, Michigan, Missouri, Nevada, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee, Texas, Virginia and Wisconsin.

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 new technologies. Additional risk factors regarding the Company are set forth in the Company's registration statement on Form S-4 filed with the Securities and Exchange Commission on July 14, 1997.

* * *