

Sinclair to Acquire Max Media Stations for \$255 Million; Deal for 9 TV Stations and 8 Radio Stations

BALTIMORE, Dec. 3 /PRNewswire/ -- Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) today announced that it has entered into purchase agreements to acquire the radio and television stations of Max Media Properties, L.L.C. for \$255 million in cash. The acquisition is subject to FCC and Justice Department approvals and is anticipated to be completed in the second quarter of 1998. The transaction is expected to be financed with bank borrowings.

David Smith, CEO of Sinclair Broadcast Group, said, "The acquisition of the Max Media properties is a great opportunity for Sinclair on a number of fronts. The television properties will expand our coverage to nearly 20% of the United States and will add to our presence in the top 75 markets. In addition, the television stations in the smaller markets have exciting growth prospects. This transaction enhances our radio group as well, adding excellent properties in Norfolk, Virginia, and Greensboro, North Carolina."

The Max Media markets and stations are as follows:

Television Stations:

Market	Market Rank	Station	Affiliation
Dayton, OH	53	WKEF-TV	NBC
Syracuse, NY	72	WSYT-TV	FOX
Paducah, KY-Cape Girardeau, MO	79	WNYS-TV (LMA)	UPN
		KBSI-TV	FOX
WDKA-TV (LMA)			UPN
Tri-Cities, TN-VA	93	WEMT-TV	FOX
Tyler-Longview, TX	107	KETK-TV	NBC
Charleston, SC	117	KLBS-TV (LMA)	NBC
		WMMP-TV	UPN

Radio Stations:

Market	Market Rank	Station	Format
Norfolk-Virginia Beach- Newport News, VA	33	WFOG-FM	Soft AC
		WPTE-FM	AC
		WWDE-FM	AC
		WNVZ-FM	CHR
Greensboro-Winston Salem- High Point, NC	41	WMQX-FM	Oldies
		WQMG-FM	Urban AC
		WJMH-FM	Urban
		WQMG-AM	Gospel

The Max Media television stations WKEF-TV in Dayton and WEMT-TV in Tri-Cities have overlapping service areas with Sinclair's WSTR-TV in Cincinnati, Ohio, WTTE-TV in Columbus, Ohio and WLOS-TV in Asheville, North Carolina, respectively. Consequently, Sinclair will apply for waivers from the FCC to allow Sinclair to own each of these stations. In the Norfolk radio market, Sinclair intends to dispose of two of the FM stations it is acquiring as part of the Max Media and Heritage Media acquisitions to be in compliance with the FCC regulation that prevents owners from having more than four FM stations in certain sized markets.

Sinclair Broadcast Group, Inc. is one of the nation's largest broadcast groups. Sinclair owns and/or provides programming services or has agreements to acquire 45 television stations in 31 separate markets, and owns, provides

sales and programming services to, or has agreements or options to acquire, 66 radio stations in 13 separate markets. Sinclair's television group will reach approximately 19.5% of U.S. television households and includes ABC, CBS, FOX, NBC, WB, and UPN affiliates. Sinclair's radio group is one of the top ten groups in the United States.

SOURCE Sinclair Broadcast Group, Inc.

CONTACT: David Amy, Chief Financial Officer, or Patrick Talamantes, Dir. of Corporate Finance of Sinclair, 410-467-5005