

San Antonio is FOX-Y Area for Sinclair

BALTIMORE, Dec. 11 /PRNewswire/ -- In the recently completed Nielsen November audience rating period, Sinclair Broadcast Group's KABB in San Antonio was the eighth highest rated FOX network affiliate in the country's 38 Nielsen metered markets during FOX Prime Time programming.

More significantly, KABB was the highest rated FOX affiliate station not owned and operated by FOX.

RANK	STATION-MARKET	HH RATING	HH SHARE	OWNERSHIP
1	KTTV-Los Angeles	10.1	15	FOX
1	KDFW-Dallas	10.1	15	FOX
1	WAGA-Atlanta	10.1	14	FOX
1	WHBQ-Memphis	10.1	14	FOX
5	WTTG-Washington	10.0	16	FOX
5	WJW-Cleveland	10.0	15	FOX
7	KRIV-Houston	9.9	14	FOX
8	KABB-SAN ANTONIO	9.3	14	SINCLAIR
9	KTXL-Sacramento	9.2	14	TRIBUNE
10	WITI-Milwaukee	9.1	14	FOX

Michael D. Granados, KABB Vice-President and General Manager said, "FOX has done a tremendous job developing excellent new series such as King of the Hill and Ally McBeal, and keeping existing series like The X-Files, The Simpsons and Beverly Hills 90210 fresh and appointment television for young adults. They've also created and effectively promoted very compelling special programs including the Secrets of Magic Revealed."

The success of FOX Prime Time in San Antonio was contributed to by KABB's strong lead-in programming, particularly the highly-rated Monday-Friday 5-7 p.m. block of The Fresh Prince of Bel-Air, The Simpsons, Home Improvement and Frasier.

Conversely, KABB's The Nine O'Clock News benefited from big FOX Prime Time lead-ins, showing significant ratings growth vs. November '96, and setting a new KABB ratings period record for the one-hour newscast with a 6.1 HH rating and 9 HH share.

Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) 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, 65 radio stations in 13 separate markets. Sinclair's television group will soon 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: Michael D. Granados of KABB-TV, 210-377-4707, or Patrick Talamantes, Dir. of Corporate Finance of Sinclair Broadcast Group, 410-662-4700