

Sinclair Broadcast Group Demonstrates Multi-Channel Broadcasts; Tests Show Potential For New Medium

BALTIMORE, June 16 /PRNewswire/ -- Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that it conducted a demonstration of over-the-air digital television (DTV) on June 10-12, 1998, in Baltimore, Maryland. Sinclair used two digital channels for the broadcasts. Sinclair broadcast a high definition television program in the 1080i format one channel and compared it to four other programs broadcast simultaneously in the 480p/480i wide-screen DTV formats over the second digital channel. Invited guests included representatives from Congress, the FCC, and the broadcasting and financial communities. The demonstration, which was followed by a thought-provoking discussion with Sinclair management, illustrated the wide range of uses to which DTV channels can be put. The demonstration, which was fully compliant with the standards adopted by the Advanced Television Systems Committee, also advanced Sinclair's knowledge of the challenges broadcasters will face as they roll out digital television nationwide beginning the end of this year.

Nat Ostroff, VP/New Technology said, "We were extremely pleased with the response to the demonstration from our guests. Sinclair will continue to explore all of the possibilities that digital television offers in order to arrive at a business model that best suits the interests of the American consumer."

Equipment suppliers participating in the demonstration included Comark Communications (transmitters), DiviCom (multiplexing equipment), Panasonic (480p television cameras, converter boxes and wide-screen digital receivers capable of displaying high definition and standard definition television) and Scala (antenna). Comark Digital Services acted as system designer and integrator.

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that currently owns or programs 37 television stations and 49 radio stations. Upon completion of all pending transactions, Sinclair will own or program 57 television stations in 37 separate markets and 50 radio stations in 11 separate markets. Sinclair's television group will reach approximately 22.4% of U.S. television households and includes ABC, CBS, FOX, NBC, WB and UPN affiliates. Sinclair's radio group is one of the top 10 groups in the United States.

SOURCE Sinclair Broadcast Group, Inc.

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