

Sinclair to Program WTTA in Tampa

BALTIMORE, Oct. 29 /PRNewswire/ -- Bay Television, Inc. and Sinclair Broadcast Group (Nasdaq: SBGI) have announced that Sinclair will program WTTA-TV in Tampa, Florida under a time brokerage agreement for 10 years beginning January 1, 1999, and will share in the station's broadcast cash flow.

"Bay has waited patiently for the right opportunity to launch WTTA as a full commercial television station," said David Smith, President of Bay. "The availability of the programming services offered by Sinclair will establish WTTA as a significant competitor in the Tampa television market." Mr. Smith is also President and CEO of Sinclair.

"The opportunity to program a station in Tampa-St. Petersburg-Sarasota, the nation's 14th largest market, will allow Sinclair to reach an additional 1.5% of the country, raising its total coverage to 25.9%," noted Barry Baker, CEO-Designate of Sinclair Communications, Inc. "The combination of Sinclair's marketing expertise and new syndicated programming such as the next run of 'Seinfeld' in syndication beginning March 2001 will make WTTA a formidable market competitor over the long term."

David Smith, Frederick Smith, J. Duncan Smith, and Robert Smith, the controlling shareholders of Sinclair, collectively own 75% of Bay. Bay signed WTTA on the air in June 1991. Bay recently signed an agreement with The WB Television Network to make WTTA a WB affiliate commencing September 1, 1999.

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that currently owns or programs 56 television stations and 51 radio stations. Upon completion of all pending transactions, Sinclair will own or program 65 television stations in 42 separate markets and 51 radio stations in 10 separate markets. Sinclair's television group will reach approximately 25.9% 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

Web site: <http://www.sbgi.net>

Company News On-Call: <http://www.prnewswire.com/comp/110203.html> or fax, 800-758-5804, ext. 110203

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