

Sinclair Reports Record 3rd Quarter Results; Pro Forma Revenues Up 2% Despite Effects from GM Strike; ATCF Per Share Up 22.2% to \$0.33

BALTIMORE, Oct. 29 /PRNewswire/ -- Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) (the "Company" or "Sinclair") reported record net revenue, broadcast cash flow and after-tax cash flow for the quarter and nine months ended September 30, 1998. The record level of performance resulted from the Company's acquisition program.

Total revenues increased to \$205.0 million for the three months ended September 30, 1998, from \$124.7 million for the three months ended September 30, 1997, or 64.4%. Broadcast cash flow increased 63.3% to \$93.6 million in the third quarter. After-tax cash flow per share rose 22.2% to \$0.33 for the third quarter versus the same period a year ago. These increases in total revenues, broadcast cash flow and after tax cash flow per share were primarily the result of several acquisitions the Company completed during the year. Third quarter acquisitions included twelve television stations from Sullivan Broadcast Holdings and nine television and eight radio stations from Max Media Properties.

Total revenues increased to \$496.3 million for the nine months ended September 30, 1998, from \$364.3 million for the nine months ended September 30, 1997, or 36.2%. Broadcast cash flow increased 39.2% to \$226.8 million during the nine-month period. After tax cash flow per share rose 30.4% to \$0.90 during the nine-month period versus the same period a year ago. These increases in total revenues, broadcast cash flow and after tax cash flow per share were primarily the result of several acquisitions the Company completed during the year.

David Amy, Chief Financial Officer, said, "The Company's station group met the revised levels of performance we had set out for it in July as the GM strike was ending. Local revenue growth and an increase in network compensation related to our affiliation agreement with The WB network contributed to an increase in pro forma revenues of 2%. The Company's pro forma broadcast cash flow exceeded our expectations, coming in flat despite the sluggish ad environment. Our radio division met our high expectations again this quarter with 10% net broadcast revenue growth and 16% broadcast cash flow growth, both on a pro forma basis. The radio division's revenue growth exceeded the 8.0% revenue growth of the markets in which it competes."

Amy continued, "As discussed earlier this month, time sales pacings in the fourth quarter have been negatively impacted by a weak national advertising market, offset somewhat by incremental political revenues. Currently, total revenues are pacing up 2% with 1997's fourth quarter on a pro forma basis, consistent with the Company's recent public statements."

The Company increased its total debt net of cash in the third quarter to \$2,319.5 million from \$1,202.2 million, primarily because of the acquisitions during the quarter of Sullivan and Max Media. Payments relating to acquisitions totaled \$1,197.5 million. During the quarter, the Company received approximately \$37.1 million for assets held for sale in Los Angeles and New Orleans under previously announced sale agreements. The Company's acquisitions were funded with bank debt under the Company's bank credit facility. During the third quarter, capital expenditures totaled \$5.7 million.

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 64 television stations in 41 separate markets and 51 radio stations in 10 separate markets. Sinclair's television group will reach approximately 24.4% 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.

Historical Financial Highlights
(Dollars in thousands except for per share data)

	Three Months Ended September 30,			Nine Months Ended September 30,		
	1998	1997	Incr. %	1998	1997	Incr. %
Net broadcast revenues	\$184,945	\$113,327	63.2	\$451,210	\$333,028	35.5
Total revenues	204,981	124,746	64.3	496,345	364,317	36.2
Broadcast cash flow	93,636	57,337	63.3	226,782	162,937	39.2
Adjusted EBITDA	88,918	53,876	65.0	213,079	152,491	39.7
After tax cash flow	33,105	21,269	55.7	85,808	54,006	58.9
Program contract payments	14,617	11,875	23.1	45,082	38,134	18.2
Corporate expense	4,718	3,461	36.3	13,703	10,446	31.2
Net income (loss) before extraordinary items	(2,174)	(99)	N.M.	4,734	(5,921)	N.M.
Net loss	(2,174)	(99)	N.M.	(6,329)	(5,921)	N.M.
Net loss available to common shareholders	(4,762)	(274)	N.M.	(14,092)	(6,096)	N.M.
Deferred tax provision (benefit)	(6,550)	2,655	N.M.	(4,520)	(4,751)	N.M.
Per share data:						
After tax cash flow per share	\$0.33	\$0.27	22.2	\$0.90	\$0.69	30.4%
Diluted EPS before extraordinary items	\$(0.05)	\$--	N.M.	\$(0.03)	\$(0.09)	N.M.
Diluted EPS	\$(0.05)	\$--	N.M.	\$(0.15)	\$(0.09)	N.M.

N.M. -- Not Meaningful

Notes: References to "pro forma" or "pro forma basis" means that the financial results being discussed include the financial results of all stations owned or programmed as of September 30, 1998, as if they were owned for the entire period covered by the discussion.

The definitions used for the terms "Broadcast Cash Flow" and "Adjusted EBITDA" conform to those used in the Company's prospectus filed with the Securities and Exchange Commission on April 8, 1998 pursuant to rule 424(b)(5).

"After tax cash flow" is defined as net income (loss) available to common shareholders, plus extraordinary items (before the effect of related tax benefits) plus depreciation and amortization (excluding film amortization), stock-based compensation, the unrealized loss on derivative instruments (or minus the unrealized gain), the deferred tax provision (or minus the deferred tax benefit) and minus the gain on sale of assets. After tax cash flow is presented here not as a measure of operating results and does not purport to represent cash provided by operating activities. After tax cash flow should not be considered in isolation or as a substitute for measures of performance prepared in accordance with generally accepted accounting principles.

"After tax cash flow per share" is defined as after tax cash flow divided by diluted weighted average common and common equivalent shares outstanding.

Forward-Looking Statements

The matters discussed in this press release include forward-looking statements. In addition, when used in this press release, the words "intends to," "believes," "anticipates," "expects" and similar expressions are intended to identify forward-looking statements. Such statements are subject to a number of risks and uncertainties. Actual results in the future could differ materially and adversely from those described in the forward-looking statements as a result of various important factors, including the impact of changes in national and regional economies, successful integration of acquired television and radio stations (including achievement of synergies and cost reductions), pricing fluctuations in local and national advertising, volatility in programming costs, the availability of suitable acquisitions on acceptable terms and the other risk factors set forth in the Company's prospectus filed with the Securities and Exchange Commission on April 8, 1998, pursuant to rule 424(b)(5). The Company undertakes no obligation to publicly release the result of any revisions to these forward-looking statements that may be made to reflect any future events or circumstances.

SINCLAIR BROADCAST GROUP, INC. AND SUBSIDIARIES
CONSOLIDATED STATEMENTS OF OPERATIONS
(in thousands, except per share data)

	Three Months Ended		Nine months Ended	
	September 30,		September 30,	
	1998	1997	1998	1997
REVENUES:				
Station broadcast revenues, net of agency commissions	\$184,945	\$113,327	\$451,210	\$333,028
Revenues realized from barter arrangements	20,036	11,419	45,135	31,289
Net revenues	204,981	124,746	496,345	364,317
OPERATING EXPENSES:				
Program and production	39,145	22,016	95,213	68,776
Selling, general and administrative	45,296	27,003	105,004	78,637
Expenses realized from barter arrangements	17,005	9,976	37,967	26,279
Amortization of program contract costs and net realizable value adjustments	20,046	16,151	50,589	47,069
Depreciation and amortization of property and equipment	9,100	4,446	19,366	12,786
Amortization of acquired intangible broadcasting assets and other assets	31,009	14,325	66,180	51,717
Stock based compensation	956	117	2,327	350
Total operating expenses	162,557	94,034	376,646	285,614
Broadcast operating income	42,424	30,712	119,699	78,703
OTHER INCOME (EXPENSE):				
Interest expense	(40,414)	(25,349)	(95,315)	(77,342)
Subsidiary trust minority interest expense	(5,813)	(5,845)	(17,438)	(12,852)
Gain on sale of assets	6,798	--	12,036	--
Unrealized loss on derivative instrument	(10,150)	--	(10,150)	--

Interest income	896	324	4,113	1,364
Other income (expense)	585	(11)	689	36
Income (loss) before benefit for income taxes	(5,674)	(169)	13,634	(10,091)
BENEFIT(PROVISION) FOR INCOME TAXES	3,500	70	(8,900)	4,170
Net income (loss) before extraordinary item	(2,174)	(99)	4,734	(5,921)
Extraordinary item, net of income tax benefit of \$7,370	--	--	(11,063)	--
Net loss	\$(2,174)	\$(99)	\$(6,329)	\$(5,921)
Preferred stock dividends payable	(2,588)	(175)	(7,763)	(175)
Net income (loss) available to common stockholders	\$(4,762)	\$(274)	\$(14,092)	\$(6,096)
Basic earnings per share, before extraordinary item	\$(0.05)	\$--	\$(0.03)	\$(0.09)
Basic earnings per share, after extraordinary item	\$(0.05)	\$--	\$(0.15)	\$(0.09)
Diluted earnings per share, before extraordinary item	\$(0.05)	\$--	\$(0.03)	\$(0.09)
Diluted earnings per share, after extraordinary item	\$(0.05)	\$--	\$(0.15)	\$(0.09)
Basic weighted average shares outstanding	97,734	70,050	93,582	69,736
Diluted weighted average shares outstanding	99,339	78,538	95,540	77,858

SOURCE Sinclair Broadcast Group, Inc.

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

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