

Sinclair Comments on Recent Fox Proposal; Estimated Impact on Broadcast Cash Flow Less than \$10 Million

BALTIMORE, April 8 /PRNewswire/ -- Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) has preliminarily studied the plan put forth to its affiliates by the Fox Network. The proposal, as Sinclair understands it, is as follows:

- Sinclair and other affiliates have been asked to give back 20 prime time commercial spots per week to Fox.
- Sinclair has the option to buy back those spots for \$10 million, which is less than their fair market value, from Fox.
- If it elects to buy back the spots, Sinclair would also be granted an additional 15 prime time spots per week from Fox, out of Fox's network inventory or otherwise, to sell into Sinclair's local television markets, with 25% of the average revenue from those spots going to Fox.

Management of Sinclair estimates that as a result of the additional 15 prime time spots, net of the \$10 million payment to buy back the 20 prime time spots, the resulting economic effect of this plan to Sinclair could be \$10 million or less in lost revenue and broadcast cash flow. Sinclair anticipates working with the management of Fox to find ways in which Fox can achieve its goals while minimizing the impact of this plan to Sinclair even further.

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that currently owns or programs 57 television stations and 51 radio stations. Upon completion of all pending transactions, Sinclair will own or program 59 television stations in 39 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.

#### Forward-Looking Statements

The matters discussed in this press release include forward-looking statements regarding, among other things, future operating results. 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.

SOURCE Sinclair Broadcast Group, Inc.

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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