

Sinclair Promotes Dean Radla to Director of Sales in San Antonio

SAN ANTONIO, April 27 /PRNewswire/ -- John Seabers, General Manager of KABB, San Antonio's Fox affiliate, and the KRRT time brokerage agreement, has announced the promotion of Dean Radla to the position of Director of Sales for KABB and KRRT. KRRT is a WB affiliate.

Since early 1997, Dean Radla has served as Local Sales Manager for KABB, one of the leading Fox affiliates in the country. Prior to joining Sinclair (Nasdaq: SBGI), Dean was a Senior Account Executive at KMOL, the NBC affiliate in San Antonio. Previous media experience also includes over eight years of sales management experience in print media, including The San Antonio Light. A native Texan, lifelong resident of south Texas, and graduate of Southwest Texas State, Dean currently resides in Boerne.

Mr. Seabers said, "Dean is one of the most talented sales managers in San Antonio. His years of experience, high profile in the marketplace and proven track record make him the natural candidate to lead the top-notch sales teams at both Fox 29 and WB 35. We look forward to many successful years with Dean as our Director of Sales."

"I'm excited about this opportunity, and look forward to working at this new level," stated Mr. Radla. "I have a high degree of respect for Mike Granados (Sinclair Regional Director based in San Antonio), John Seabers, and the great managers and staff we have at KABB and KRRT. The potential for growth at these stations is outstanding, and I'll work to lead our sales staff in that direction."

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.

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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