

Sinclair Promotes Ed Johnson to Director of Programming and Promotion

BALTIMORE, Aug. 30 /PRNewswire/ -- Edward Johnson has been named Director of Programming and Promotion of the Sinclair Television division of Sinclair Broadcast Group, Inc. (Nasdaq: SBGI). He was promoted from Associate Programming Director. The announcement was made by Bill Butler, VP of Programming and Promotion for Sinclair Television.

As Director of Programming and Promotion, Johnson is responsible for program acquisitions, program planning and analysis and promotion implementation.

Johnson joined Sinclair in 1998 from the Programming Department of Blair Television, where he was Associate Director of Programming. Prior to that he worked at Blair in sales research.

He is a graduate of Elizabethtown College in Elizabethtown, Pennsylvania with a bachelor's degree in Communications. He is a member of the International Radio and Television Society.

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that currently owns or programs 58 television and 52 radio stations. Upon completion of all pending transactions, Sinclair will own or program 59 television stations in 38 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.

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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