

Sinclair Welcomes FCC's Upcoming Review of DTV Standard

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Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) commented today on the Federal Communications Commission (FCC) action on the Sinclair Petition for Expedited Rulemaking regarding the digital television (DTV) modulation system. "We are grateful the FCC has reached a decision on what was a very controversial issue," stated David D. Smith, President of Sinclair. Smith continued, "Although the Commission dismissed our petition, we welcome their larger interest and intent to investigate all aspects of DTV and its fundamental failure to date. Further, we are hopeful that our continuing efforts to shed light on the relevant DTV issues affecting our industry can now be supported by the industry as a whole. We look forward to participating in this review which the Commission committed to begin within 30 days."

Smith further stated, "We have waited since the standard was adopted in 1996 for products that work. To date, not one receiver or chip manufacturer has demonstrated the technical capability to provide our industry with a product that even begins to approximate what we have in the analog world today. Since significant time has already passed, there should be a limited amount of time remaining for the receiver and chip manufacturers to make good on their promises."

In its letter of dismissal, the FCC stated it would address "any new issues raised by technological developments, necessary alterations in our rules, or other change necessitated by unforeseen circumstances [including issues related to DTV receiver designs and labeling]" during a comprehensive DTV review. The letter further stated the review would include "all issues related to the digital transition, including the progress being made to improve indoor DTV reception under the existing DTV transmission standard and manufacturers' efforts to implement DTV receiver design improvements."

"We believe the commitment by the FCC to immediately conduct a thorough review of the DTV standard is timely given last week's announced resolutions by the Association for Maximum Service Television (MSTV) that include a demand for DTV receiver standards," stated Nat Ostroff, VP of New Technology. Ostroff noted that among its four resolutions, MSTV stated that the "implementation of the standard by receiver and chip manufacturers has been inadequate." Ostroff further commented that Sinclair has accepted the offer by the FCC's Office of Engineering Technology (OET) to participate in comprehensive DTV receiver tests and will work with OET and other interested organizations in developing minimum standards for robust indoor antenna reception using simple antennas.

"We look forward to working with OET, MSTV, and the National Association of Broadcasters and other interested parties to develop DTV receiver standards that will replicate ease-of-reception of analog TV," reported Mark Hyman, VP of Corporate Relations. "Recognition of the inadequacy of the DTV standard as currently implemented is the first step toward finding a solution to a very serious problem."

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that currently owns or programs 58 television stations in 38 markets and 6 radio stations in one market. Sinclair's television group reaches approximately 24.4% of U.S. television households and includes ABC, CBS, FOX, NBC, WB, and UPN affiliates. Sinclair, through its wholly owned subsidiary, Sinclair Ventures, owns equity interests in Internet-related companies including BeautyBuys.com, Inc., an on-line e-tailer of brand name health and beauty products; NetFanatics, Inc., a web developer offering e-business solutions and applications; and Synergy Brands, Inc., a developer of on-line consumer product companies. Other strategic investments of Sinclair Broadcast Group include Acrodyne Communications, Inc., a leading manufacturer of transmitters and other television broadcast equipment.

SOURCE Sinclair Broadcast Group, Inc.

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