

Sinclair Names Jayne Adair Station Manager

BALTIMORE, April 14 /PRNewswire/ -- Jayne Adair has been named Station Manager of WPGH-TV (FOX 53) in Pittsburgh, PA. The announcement was made by Barry Drake, CEO of the Television Division of Sinclair Broadcast Group, Inc. (Nasdaq: SBGI). Ms. Adair will also be responsible for oversight of WCWB-TV (WB 22) in Pittsburgh, PA which is programmed by Sinclair under a time brokerage agreement.

In making the announcement, Mr. Drake said, "We are delighted to have Jayne join our team. She brings 20 years of broadcast experience ranging from station operations to programming and sales. We are fortunate to add her depth of experience to our Company."

Dick Singer, Regional Manager, added, "As Station Manager, Jayne will bring a fresh perspective to our daily operations. Her wealth of television broadcast experience, along with her knowledge and love of the Pittsburgh market, makes her the perfect choice for this position."

"I am privileged to join WPGH and WCWB, two stations that have a unique opportunity to communicate with Pittsburgh's young television viewers," commented Ms. Adair. "I look forward to working with the talented staff and continuing to establish the stations within the local community."

Ms. Adair most recently served as General Manager of FOX Sports Pittsburgh where she managed operations and developed new programming. From 1996 to 1998, she served as Executive Director of Marketing and Development for WQED-TV in Pittsburgh, a public communications company that includes two television stations, one FM radio station and a monthly magazine. From 1980 to 1996, Adair held several positions for KDKA-TV, Pittsburgh, including National Sales Manager and Director of Program Strategy. Adair is a graduate of Wheaton College in Wheaton, Illinois and earned a Masters Degree in American Studies from Perdue University.

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that currently owns or programs 61 television stations in 40 markets and 6 radio stations in one market. Sinclair's television group reaches approximately 25.0% of all 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 e-tailer of brand name health and beauty products; NetFanatics, Inc., an e-business solutions and applications provider; and Synergy Brands, Inc., an incubator 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.

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

Company News On-Call: <http://www.prnewswire.com/comp/110203.html> or fax, 800-758-5804, ext. 110203

CONTACT: Dick Singer, Regional Manager of Sinclair Broadcast Group, 412-931-5300