

Sinclair Launches the ZigZagZone.com

BALTIMORE, May 8 /PRNewswire/ --

Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) today launched the ZigZagZone.com, a national kids portal geared toward children's education and entertainment. The announcement was made by Len Ostroff, COO of Sinclair Ventures, Inc. The website will be tested in the Columbus, Ohio market with other Sinclair markets to follow later this year. The portal was designed to comply with the new Federal Trade Commission rulings protecting children's privacy that went into effect on April 21, 2000.

"The ZigZagZone.com will be the official website of our Columbus television station's Kids Club, WTTE-TV (FOX 28)," commented Mr. Ostroff. "WTTE-TV has one of the most successful Kids Clubs in the country with approximately 150,000 members, making it the ideal market for testing of the new product."

John Quigley, Vice President of Broadcast/New Media Development, added, "We have always kept the fun and safety of our members our top priorities. With ZigZagZone.com, we can now bring the Kids Club into the 21st century in a safe and secure manner."

Sam Stallworth, General Manager of WTTE-TV, stated, "The ZigZagZone.com is the ongoing evolution of the FOX Kids club which has enjoyed an illustrious history in Central Ohio, entertaining over two generations of our children. The 'Zone' will be taking advantage of the computer skills of today's child in a family-friendly environment that is a major concern of all parents. WTTE-TV is excited to enhance its ongoing commitment to the families in our viewing area."

A child can become a member of the ZigZagZone.com, by logging onto the website and providing his or her parent's email address. The ZigZagZone.com will email the parent to obtain the child's personal information. That information is kept confidential and is not shared with any third parties. The ZigZagZone.com offers children such education and entertainment activities as puzzles, coloring pages, and interesting facts. The site also features a listing of children's events in the community, special guests, and highlights a featured school. Additionally, members receive a monthly newsletter and an annual birthday greeting, as well as opportunities to enter contests. Non-members can play on the site but are not eligible to win prizes.

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that 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.ZigZagZone.com>

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

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