

Sinclair to Launch Local Newscast in Des Moines; Central Iowa's Only Prime-Time Local Newscast

BALTIMORE, July 26 /PRNewswire/ --

Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that its Des Moines, Iowa, television station, KDSM-TV (FOX 17), will launch a 35-minute prime-time local newscast, airing seven days a week from 9:00 p.m. to 9:35 p.m. (CST), beginning December 2000. This will be Central Iowa's only prime-time local newscast and will be produced in conjunction with KDSM-TV's sister station, KGAN-TV (CBS 2) in Cedar Rapids, Iowa.

Ted Stephens, General Manager of KDSM-TV, commented, "Our prime-time newscast will be formatted in the tradition of the FOX brand, aimed at a younger audience and at a faster pace than the traditional late local newscasts. We are excited to be working with KGAN-TV's news staff, which has the distinction of winning two Peabody awards, to produce a first-class newscast with local coverage beyond the Des Moines area."

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that currently owns or programs 61 television stations in 40 markets. 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, Inc., owns equity interests in Internet-related companies including NETfanatics, Inc., an Internet development and integration company, and BeautyBuys.com, Inc. and Synergy Brands, Inc. 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

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