

Sinclair Licenses Local Portals From MyCity.com

BALTIMORE, Aug. 2 /PRNewswire/ --

Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that it has entered into a three-year license agreement, with respect to two markets, with MyCity.com Holdings, Inc., an Internet company producing comprehensive e-commerce enabled local community guides, which function as local portals on the World Wide Web. Under the terms of the Agreement, Sinclair has the exclusive right to sell the MyCity.com web-based MyReach(TM) local advertising and the MyWebkit(TM) Internet product in its Baltimore and Norfolk markets and will share revenue streams with MyCity.com, which is responsible for providing the Internet content and maintaining the local portals. Sinclair will have an option to expand the MyCity.com agreement in its other markets.

"We are excited about our arrangement with MyCity.com," commented David Amy, Executive Vice President of Sinclair. "Not only can we tap a new customer base that has traditionally advertised through direct mail and classifieds, but we can also offer our existing local customers an expanded line of advertising solutions including television and Internet. In addition to MyCity.com, we can offer customers more complex back-end web solutions through our advanced web applications company, NETfanatics. These are just a few examples of our commitment to partner with our local customers and build longer term relationships."

MyCity.com provides local portal service to communities in the United States. Its community guides provide rich, local content covering community events, businesses, services, news, municipal government, and other information about the local community. Among the products and services offered through MyCity.com are MyWebkit(TM), a low-cost, website solution for small businesses; MyReach(TM) Radius Advertising Technology which allows advertisers to target customers based upon distance from the business location; free e-mail service to each registered MyCity.com user; e-commerce products such as electronic coupons and MyCity Mall, an on-line shopping center; and advertising products including banner ads and MyCity.com yellow pages.

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

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