

## Sinclair to Launch Morning Newscast in Columbus

BALTIMORE, Aug. 3 /PRNewswire/ -- Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that WTTE-TV (FOX 28) in Columbus, Ohio will launch an additional hour of its "NEWSCENTER" newscast to air Monday through Friday from 7:00a.m. to 8:00a.m., beginning August 7, 2000. NEWSCENTER is a co-branded newscast that currently airs on WTTE-TV at 10:00p.m. and on its sister station in Columbus, WSYX-TV (ABC 6), at 6:00a.m., 12:00 noon, 5:00p.m., 6:00p.m., and 11:00p.m.

Sam Stallworth, General Manager of WTTE-TV, commented, "This is the power of television times two. We are excited to offer our viewers this morning extension of NEWSCENTER, which will be the only local news program, offered in this time period in the Columbus market. The newscast will be focused on providing regional news, information on community events and lifestyle-oriented segments."

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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