

Sinclair Enters Into Exclusive National Rep Agreement with Millennium Sales & Marketing

BALTIMORE, June 25 /PRNewswire/ --

Sinclair Broadcast Group, Inc. (Nasdaq: SBGI), the largest independent television broadcaster, announced that it has entered into a long-term agreement with Millennium Sales & Marketing, a division of the Katz Media Group, the largest sales representation firm for television and radio. The agreement provides Millennium the exclusive right to represent Sinclair's 62 television stations with national advertisers through 2006. This agreement marks the largest station group consolidation in the history of the national rep business.

David Smith, President and CEO of Sinclair, stated, "Our decision to restructure the way we do business at the national level was prompted by the continued weakness in the national spot market and the increased competition for those advertising dollars. Although we remain focused on growing our local share, over 40% of our revenues still come from national advertisers, so it is important that we continue to find efficiencies and improvements in this category."

Smith continued, "With 62 television stations across 40 markets, the sheer size of our station group requires we employ a non-traditional approach when transacting with national advertisers. We believe we can improve our share of the national market through use of a dedicated sales team, as well as, an exclusive arrangement with one rep firm to handle that business. This strategy allows us to communicate as a single voice, nationally, and allows the rep firm team to truly be an extension of our sales force. No longer will the rep firm be focused simply on order flow, but because they are dedicated to our stations only, they can concentrate on how best to package and market our station group to the advertiser. We chose Millennium, which currently represents 32 of our stations, based upon their demonstrated value added, but more importantly, their commitment and ability to provide us that dedicated sales team."

"We've had a great relationship with the first group of Sinclair stations and now, with these additional acquisitions, we look forward to giving all their properties unsurpassed representation to the advertising community," said Jim Murtagh, President of Millennium Sales & Marketing. "Sinclair's decision has demonstrated their confidence in and commitment to Millennium's management and sales force."

Sinclair Broadcast Group, Inc., the largest and one of the most diversified television broadcasting companies, currently owns and operates, or programs, 62 television stations in 40 markets. Sinclair's television group includes FOX, WB, ABC, CBS, NBC, and UPN affiliates and reaches approximately 25.0% of all U.S. television households. For more information, please visit Sinclair's website at www.sbgi.net.

Millennium Sales & Marketing is an operating company of the Katz Television Group (KTVG), and represents a large and diversified client list, including stations in both large and small markets. Headquartered in New York City, KTVG is an operating unit of Katz Media Group, Inc., the only full-service media representation firm in the United States, with leading market shares in the representation of radio and television stations and cable television systems. Katz Media Group is owned by Clear Channel Communications. Additional information about Millennium can be found at www.katz-media.com.

MAKE YOUR OPINION COUNT - Click Here
<http://tbutton.prnewswire.com/prn/11690X62324523>

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: David Amy, EVP & CFO of Sinclair Broadcast Group, 410-568-1500; or
Regina Kitson, Dir. Corporate Communications of Katz Media Group, 212-424-6481