

News Release

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SINCLAIR NAMES GREGG SIEGEL VICE PRESIDENT, NATIONAL SALES

BALTIMORE (June 26, 2001) – Gregg Siegel has been named Vice President, National Sales for Sinclair Broadcast Group, Inc. (Nasdaq: SBGI). The announcement was made by David Smith, President and CEO of Sinclair.

In making the announcement, Mr. Smith said, “Gregg has directed various national sales efforts for us over the past seven years. His new-solutions approach to growing a traditional business, his knowledge of and experience in the national arena, and his ability to use Sinclair’s unique assets to drive our business makes him the ideal person to lead our national sales team.”

“I am excited about the opportunity to build a collaborative and unified team on the national sales front,” commented Siegel. “It is extremely important that advertisers recognize the significant impact that Sinclair’s large television group can make on a national level.”

Prior to joining Sinclair, Mr. Siegel worked with two national representative sales firms. He started his television sales career with Avery-Knodel in 1982 as a Marketing Associate. Mr. Siegel holds a Bachelors degree in Communications and Marketing from the University of Arizona.

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. Sinclair, through its wholly-owned subsidiary, Sinclair Ventures, owns equity interests in Internet-related companies including G1440, an Internet development and integration company; VisionAIR, a wireless data applications developer; and Synergy Brands, Inc. Sinclair has a strategic alliance with Acrodyne Communications, Inc., a manufacturer of transmitters and other television broadcast equipment. For more information, please visit Sinclair’s website at www.sbgi.net.

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