

## Sinclair Enters Into Outsourcing Agreement in Tallahassee

BALTIMORE, Oct. 1 /PRNewswire/ --

Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that it has entered into a five-year outsourcing agreement with Media Venture Management, Inc., owner of WTXL-TV (ABC 27) in Tallahassee, Florida. Under the terms of the agreement, Media Venture Management will retain Sinclair's television station, WTWC-TV (NBC 40) in Tallahassee, to provide certain non-programming related sales, operational and managerial services for WTXL-TV. In return, the stations will share in the combined broadcast cash flow of the stations. The agreement becomes effective October 1, 2001.

"With increased competition for advertising dollars among the various forms of media, it has become increasingly important for broadcasters to develop alternative structures to drive the bottom line," commented David Amy, EVP and CFO of Sinclair. "This agreement represents one such structure that we expect will improve the overall operating efficiencies of both stations."

Sinclair Broadcast Group, Inc., one of the largest and 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](http://www.sbgi.net).

### Forward-Looking Statements:

The matters discussed in this press release include forward-looking statements regarding, among other things, future operating results. When used in this press release, the words "outlook," "intends to," "believes," "anticipates," "expects" and similar expressions are intended to identify forward-looking statements. Such statements are subject to a number of risks and uncertainties. Actual results in the future could differ materially and adversely from those described in the forward-looking statements as a result of various important factors, including and in addition to the assumptions identified above, the impact of changes in national and regional economies, successful integration of acquired television stations (including achievement of synergies and cost reductions), operating efficiencies from outsourcing agreements, pricing and demand fluctuations in local and national advertising, volatility in programming costs, the market acceptance of new programming, the effectiveness of new salespeople, the recent terrorist attacks on America and the potential for war, and the other risk factors set forth in the Company's most recent report on Form 10-K filed with the Securities and Exchange Commission on March 30, 2001. There can be no assurances that the assumptions and other factors referred to in this release will occur. The Company undertakes no obligation to publicly release the result of any revisions to these forward-looking statements that may be made to reflect any future events or circumstances.

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