



PRESS RELEASES

SBG Launches New Website

BALTIMORE (January 30, 2003) - Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that it has launched an improved and redesigned corporate website, www.sbg.net. Among the many features available are the ability to access the Company's reports and exhibits filed with the Securities & Exchange Commission, the ability to download historical annual reports, listen to webcasts of the Company's earnings announcements and access archived press releases.

"The redesign of our website was in part to provide more information about Sinclair to the public and a more simplified navigation for visitors to get to that information," commented Lucy Rutishauser, Vice President of Corporate Finance & Treasurer. "Although we have always included our historical financials, press releases, and conference call replays, we felt that more information regarding our television station operations, news programming and investments would better serve viewers and investors."

The website was developed by Sinclair's Corporate Internet group. The website includes biographical information on Sinclair's directors, officers and key executives; a history of the Company; detail on Sinclair's television stations, news programming and equity interests; links to the SEC and Nasdaq; a list of analysts covering the Company; a calendar of investor relations events; an archive of press releases; descriptions of listed securities; contact information for the Company's stock transfer agent; employment opportunities; and general corporate contact information.

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, owns and operates, programs or provides sales services to 62 television stations in 39 markets. Sinclair's television group includes FOX, WB, ABC, CBS, NBC, and UPN affiliates and reaches approximately 24.0% of all U.S. television households. For more information, please visit Sinclair's website at www.sbg.net.

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