



## PRESS RELEASES

### SBG Provides Q2 Revenue Estimates

BALTIMORE (June 30, 2003) - Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today estimates for its second quarter net broadcast revenues. The Company previously had not provided second quarter revenue guidance due to volatility in advertising spending in May and June. The Company now estimates second quarter net broadcast revenues to be approximately \$174.0 million to \$174.2 million, up slightly over last year's net broadcast revenues of \$173.7 million. The Company will release its second quarter results on August 7, 2003.

In making the announcement, David Amy, Executive Vice President and CFO of Sinclair, said, "Since we last updated the public on May 8th, local ad spending has improved, while national has continued to show softness. We are encouraged by the current estimates, given the absence of approximately \$2 million in political advertising revenues in the prior year period and the volatility in advertising spending during the quarter and remain optimistic for advertising spending going into the third quarter."

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% 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 are intended to identify forward-looking statements regarding, among other things, future operating results. When used in this press release, the words "outlook," "intends to," "believes," "anticipates," "expects," "achieves," 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 and below, the impact of changes in national and regional economies, successful integration of acquired television stations (including achievement of synergies and cost reductions), successful execution of outsourcing agreements, pricing and demand fluctuations in local and national advertising, volatility in programming costs, the market acceptance of new programming and our news central strategy, our local sales initiatives, and the other risk factors set forth in the Company's most recent reports on Form 10-K, as amended, and Form 10-Q, filed with the Securities and Exchange Commission. 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.

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