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## PRESS RELEASES

### SBGN Names GM at WGGB-TV

BALTIMORE (September 2, 2003) - Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that Christopher Westerkamp has been named General Manager for WGGB-TV (ABC 40) in Springfield, Massachusetts. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair's television group.

In making the announcement, Mr. Marks said, "Chris brings a high level of creative sales and marketing and a successful track record in broadcast management and new media. He has a history of energizing station personnel, developing new business and serving the local community."

"I am excited about this opportunity because I know how important a role local television plays in a community as close knit as Springfield," commented Mr. Westerkamp. "My goal is to make WGGB-TV an indispensable resource for the community while at the same time serving the interests of our advertisers and business partners."

Mr. Westerkamp's extensive broadcast career includes serving as General Manager of KERO-TV in Bakersfield, CA, General Sales Manager of KMGH-TV in Denver, as well as various sales manager roles at KPIX-TV in San Francisco, KITN-TV in Minneapolis, WFAA-TV in Dallas, and at ABC owned television stations in Detroit, Chicago, New York and San Francisco. Mr. Westerkamp's new media experience includes founding Apogee Consulting, serving as Vice President of Sales for Third Age Media in San Francisco, and as Vice President of Sales for Lightspan.com. Mr. Westerkamp attended Michigan State University and the McGraw-Hill School of Management. While at Michigan State University, he worked as a play-by-play sports announcer, photographer, director and producer for local TV and radio stations. He was president of the MSU Broadcasters, a graduate assistant teaching a class in directing, and has been a featured lecturer at the Ribet Academy in Los Angeles. Mr. Westerkamp has served on the boards of the American Cancer Society, the Boys and Girls Clubs of America, the Boy Scouts and the Better Business Bureau.

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).

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