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PRESS RELEASES

SBG Names Franklin GM in Tallahassee

BALTIMORE (October 28, 2003) - Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that Bob W. Franklin has been named General Manager for WTWC-TV (NBC 40) in Tallahassee, Florida. Mr. Franklin will also be responsible for oversight of WTXL-TV (ABC 27), to which Sinclair provides sales services. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair's television group.

In making the announcement, Mr. Marks said, "We look forward to Bob re-joining Sinclair and bringing his media management consulting strategies to our Tallahassee stations. Bob has 30 years of television broadcasting experience with a focus on local news programming and successfully running multiple station platforms."

Commenting on his appointment, Mr. Franklin stated, "I am thrilled to be returning to Sinclair and, along with the talented staffs at the stations, look forward to making a meaningful contribution to the Tallahassee marketplace."

Mr. Franklin most recently served as President of Media Analysis + Plus, Inc., a management consulting firm he founded. Prior to that, he was the President and General Manager of KNTV and KBWB in the San Francisco-San Jose-Oakland market. Mr. Franklin served as General Manager for Sinclair's WCHS-TV and its LMA station, WVAH-TV in Charleston-Huntington, West Virginia. Prior to that, he served as Station Manager for WTVT in Tampa. Mr. Franklin began his television career on the news side and has served in various capacities, including Executive Producer and News Director. He received his Bachelor of Arts degree in Radio and Television Broadcasting from Central State University in Oklahoma.

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.

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