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PRESS RELEASES

SBG Names Lane GM in Richmond

BALTIMORE (January 7, 2004) - Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that Bill Lane has been named General Manager for WRLH-TV (FOX 35) in Richmond, Virginia. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair's television group.

In making the announcement, Mr. Marks said, "Bill is most deserving of taking on the increased responsibility of General Manager. He continues to advance within the Sinclair organization and to demonstrate his ability to perform. Since Bill's arrival at the station in 2001, our competitive position in the marketplace has solidified. We are confident that the station, through Bill's leadership, will continue to excel."

Commenting on his appointment, Mr. Lane stated, "Our strength in Richmond is a reflection of the dedicated employees that contribute to our success every day and, it is an honor to represent them, this station and this company. In my new role, my primary goal will be to continue this path of success."

Mr. Lane has served as the Station Manager for WRLH-TV since 2001 and, prior to that, was the General Sales Manager. Before moving to Richmond, Mr. Lane served as the Local and National Sales Manager for WTTE-TV in Columbus, Ohio, a station programmed by Sinclair under a time brokerage agreement. Mr. Lane has over 18 years of television sales and management experience. Mr. Lane attended the University of Louisville.

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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