



## PRESS RELEASES

### SBG Pleased with DTV Receivers

BALTIMORE (June 8, 2004) - Latest-generation digital television (DTV) receiver technology shows significant improvements that will mean better over-the-air reception of DTV signals using simple indoor antennas, according to Sinclair Broadcast Group, Inc. (Nasdaq: SBGI).

Sinclair's findings, from informal field testing of fifth-generation prototype receivers, are noteworthy because the company had previously voiced concerns about earlier generations of receivers, particularly in receiving signals with strong dynamic multipath (ghosts) and varying signal levels.

"We are pleased to see the progress made by Zenith that will allow consumers to easily receive free digital television broadcasts in their homes. Broadcasters and consumers can now look forward to a robust DTV service delivered over-the-air without having to subscribe to cable or satellite," said Nat Ostroff, Vice President, New Technology, Sinclair Broadcast Group.

"Our concerns that poor indoor reception would hinder the DTV transition have now been addressed," he said. "And this is especially timely because of the FCC-mandated rollout of millions of large-screen HDTV receivers with integrated over-the-air tuners beginning this summer.

"With indoor reception now more viable, broadcasters need to examine their current transmitting power levels to assure that they deliver an adequate signal inside the home, and consumer electronics manufacturers need to ensure that breakthrough technologies such as this are available in the market," Ostroff said.

The informal joint field tests, conducted last month in Baltimore by Sinclair and Zenith, involved testing reception at sites Sinclair had previously identified as having difficult multipath conditions. Many of these sites did not have successful reception with early generations of receivers investigated by Sinclair.

Sinclair said results of the new trials show dramatically improved reception with the receiver built around a new DTV chip developed by LG Electronics Inc., Zenith's parent company. Specifically, the innovations in the fifth-generation integrated circuit allow it to lock onto signals in severe multipath environments even when the ghosts have long delays or are larger than the main signal. (Earlier-generation receivers were unable to handle these signal conditions).

Data was collected from multiple DTV stations at numerous sites, including parking garages and sidewalk locations, many without direct line-of-sight to the transmitter. Simple indoor antennas were used to explore the improvements that have been made in indoor reception and ease-of-use in moderate and strong signal areas.

When the fifth-generation receiver is introduced by LG Electronics ([www.lgusa.com](http://www.lgusa.com)) in digital HDTV receivers later this summer, customers will experience the ability to tune multiple digital channels on simple indoor antennas without having to change the orientation of the antenna. The

fifth-generation ATSC chipset is tightly integrated with the tuner allowing greater cost savings.

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 percent 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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