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PRESS RELEASES

Inman Named GM in Greensboro Market

BALTIMORE (July 12, 2004) - Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that Ron Inman has been named General Manager for WXLV-TV (ABC 45) and WUPN-TV (UPN 48) in the Greensboro/Winston-Salem/High Point, North Carolina market. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair's television group.

In making the announcement, Mr. Marks said, "Ron has an extensive background in business development, particularly within the media sector. We look forward to applying his skill set and experience in these areas to further build our presence in the local marketplace."

"I am extremely excited to be leading the teams at WXLV and WUPN and look forward to growing both brands as sources of entertainment and news for the Piedmont Triad," commented Mr. Inman. "Local television is an important branding tool for businesses to reach their consumers and, at WXLV and WUPN, we can offer multiple marketing solutions to help businesses do just that."

Mr. Inman co-founded and most recently served as Vice President of University Development for Fansonly (currently Official College Sports Network). From 1993 to 1996, he served as Vice President of Marketing at Ellis Communication. Prior to that and from 1989, he was Vice President of Marketing and Sales at Act III Television and served as Vice President of Marketing for the Independent Television Association from 1986. Mr. Inman started his television career in various sales and sales management positions at WTOG-TV in Tampa and WUTV-TV in Buffalo. Mr. Inman received his Bachelor of Arts degree from the University of Buffalo.

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.sbg.net.

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