



## PRESS RELEASES

### WKEF-TV to Become ABC Affiliate

BALTIMORE (July 27, 2004) - Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that its television station, WKEF-TV (channel 22) in Dayton, Ohio, will switch from its current NBC network affiliation to the ABC Television Network beginning August 30, 2004, after the Summer Olympics conclude. WKEF-TV's current syndicated and local news programming will continue to be aired on channel 22.

"We are very excited about our upcoming switch to ABC," commented Bill Ross, General Manager of WKEF-TV. "As the NBC affiliate, we were concerned going into the Fall line-up about the prospect of having to compete against ABC with their growing popularity of 'Good Morning America,' and with NBC's recent loss of such big hits as 'Friends' and 'Frasier' and the stepping down of network news anchor, Tom Brokaw. Our affiliation with ABC presents us with a more exciting program line-up. In addition to continuing to receive Dayton's NewsSource, the market's source for local news, viewers this Fall can look forward to the NFL with the addition of 'Monday Night Football,' Disney family entertainment, and a new Fall schedule."

"We look forward to an association with WKEF-TV in serving Dayton's television viewers," added John Rouse, ABC's Senior Vice President Affiliate Relations. "ABC may have switched stations, but viewers can still receive their favorite ABC news, sports and entertainment programming by tuning to our new affiliate WKEF-TV channel 22 beginning August 30th."

WKEF-TV, which signed-on the air in 1964, will celebrate 40 years of bringing quality, entertaining programming to the Dayton market. Dayton's NewsSource, airing weeknights at 6:00pm and 11:00pm, has served as the market's source for local news for the past 25 years. As the ABC affiliate in Dayton, WKEF-TV will air such popular programs as "Good Morning America," "Monday Night Football," "Extreme Makeover," and ABC World News Tonight." It will also maintain its existing popular syndicated program line-up including "Extra," "Judge Judy," and "Millionaire." Among the exciting new programs coming this Fall to WKEF-TV will be "The Insider," "The Benefactor," "Wife Swap," "Lost," and "The Tony Danza Show."

The ABC Television Network, which is owned by the Walt Disney Company, serves 225 affiliated television stations nationwide with world-class programming that includes many of the most widely viewed news, entertainment, sports series and specials. In addition to the network's regularly scheduled programming and special broadcasts, viewers turn to ABC's primetime entertainment for a variety of programming genres, including top-quality movies and entertainment specials.

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, will own and operate, program or provide sales services to 62 television stations in 39 markets, after pending transactions. Sinclair's television group includes FOX, WB, ABC, CBS, NBC, and UPN affiliates and reaches approximately 23.9% 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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