



PRESS RELEASES

Mike Wilson Named GM at KDSM

BALTIMORE (July 29, 2004) - Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that Mike Wilson has been named General Manager for KDSM-TV (FOX 17) in Des Moines, Iowa. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair's television group.

In making the announcement, Mr. Marks said, "We are very pleased to promote Mike to the position of General Manager. Having spent his broadcast career at KDSM, Mike already has a high level of familiarity with the station, the market, its viewers and advertisers. We look forward to building upon Mike's knowledge of the market, his leadership skills and sales experience."

"The KDSM FOX 17 team works hard everyday to bring Central Iowa the best in news, sports and entertainment programming, and I am excited to be leading such a great group," commented Mr. Wilson. "At FOX 17, we are also focused on Des Moines' local businesses and how KDSM can provide a powerful marketing distribution to help them reach their customers."

Mr. Wilson began his broadcast career with KDSM-TV in 1987 and has served in a variety of sales and sales management roles. Most recently and from 1999, Mr. Wilson served as General Sales Manager and prior to that and from 1998, he was the National Sales Manager. Mr. Wilson received his Bachelor of Arts degree in Broadcast Journalism from Grand View College.

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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