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PRESS RELEASES

SBG Names Cooper GM in West Virginia

BALTIMORE (December 15, 2004) - Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that Harold Cooper has been named General Manager for WCHS-TV (ABC 8) in the Charleston-Huntington, West Virginia market. Mr. Cooper will also be responsible for oversight of WVAH-TV (FOX 11), which is programmed by Sinclair under a time brokerage agreement. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair's television group.

In making the announcement, Mr. Marks said, "Harold has spent most of his broadcast career helping to build WCHS and WVAH and so we are excited to be able to offer him the opportunity to be responsible for and lead the entire operation of both stations."

"I am thrilled to have this opportunity to continue serving the viewers and advertisers of Charleston-Huntington in my new capacity as General Manager," commented Mr. Cooper. "Having been a member of this beautiful area for 16 years, I understand what's important to the community and it is my intent to build upon the positive relationship that exists between WCHS and WVAH and our wonderful community members."

Mr. Cooper has most recently served as Director of Sales for WCHS and WVAH since 1998. Prior to that and from 1988, he served in various sales management roles at WVAH including National Sales Manager, Local Sales Manager and General Sales Manager. Mr. Cooper began his television career as a Media Buyer in New York for Lowe Marschalk and DDB/Needham. Mr. Cooper graduated, with honors, from Ohio University with a degree in Communication concentrating in Broadcast Management.

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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