

## News Release

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### **SINCLAIR NAMES JOSEPH TRACY GENERAL MANAGER OF KMWB-TV IN MINNEAPOLIS/ST. PAUL**

BALTIMORE (April 18, 2005) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that Joseph Tracy has been named General Manager for KMWB-TV (WB 23) in the Minneapolis/St. Paul, MN market. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair's television group.

In making the announcement, Mr. Marks said, "We are pleased to have Joe join Sinclair. He brings over 20 years of television sales and management experience and, having started his own advertising agency, has a unique perspective of the television station/agency relationship. His creative sales approach should prove a benefit to our Minneapolis/St. Paul advertisers, as well as our station."

"Sinclair is a large, dynamic company that is focused on actively seeking non-traditional avenues to create revenue streams," commented Mr. Tracy. "I share this entrepreneurial philosophy regarding business development and look forward to leading KMWB in this charge."

Mr. Tracy has served as Vice President of Sales for WVTM-TV in Birmingham, AL for the past three years. Prior to that and from 1997, he was the Local Sales Manager at KNSD-TV in San Diego, CA and had previously served as National Sales Manager at KUSI-TV, also in San Diego. Mr. Tracy has over 20 years of broadcast experience, including Account Executive positions in Boston, Detroit and New York. Mr. Tracy founded Tracy & Company Advertising in 1987, a full service advertising agency. He received a Bachelors degree from the University of Notre Dame.

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](http://www.sbgi.net).

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