



PRESS RELEASES

WSYX Launches Digital Sub-Channel

News Release

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WSYX-TV IN COLUMBUS, OHIO LAUNCHES NEW LOCAL DIGITAL TELEVISION CHANNEL,
MYNETWORKTV AFFILIATE

Columbus, OH (July 28, 2006) - Sinclair Broadcast Group, Inc. (NASDAQ: SBGI) announced today that its Columbus television station, WSYX-TV will launch this Sunday, July 30, 2006, a new local digital channel, WSYX - DT 6.2. This new channel will be the home of several exciting programming options including FOX's "MyNetworkTV," "Columbus Worships" - a celebration of Columbus' rich religious diversity, a simulcast of WCOL's popular "Woody and the Wake Up Call" and coming this fall "High School Rewind!." WSYX - DT 6.2 will air some of the most popular shows in television history including "Cheers," "Mash," and "Married with Children." This new local digital channel can be accessed over-the-air on channel 6-2. It will also be available on WOW! on channel 141 and Insight Cable on channel 189.

"The new digital channel compliments our other channels in the Columbus market and has created some unique programming opportunities," commented Dan Mellon, General Manager of WSYX-TV. "Adding the MyNetworkTV affiliation to the new station enables us to expand our relationship with the strong FOX brand. The new station also gives us the opportunity to broadcast local programming that had no outlet before WSYX - DT 6.2. 'Columbus Worships' is a partnership with a rich assortment of community faith based organizations. This programming block includes a wide variety of local services and community outreach that airs each Sunday. Another exciting programming option that this channel opened up was a live simulcast of the very popular WCOL program, 'Woody and the Wake Up Call' which will air weekdays from 5:30-9am."

The new digital channel will broadcast 24 hours a day, 7 days a week. WSYX-DT 6.2 joins its sister stations, WSYX - ABC6, WTTE - FOX28 and The Tube - WTTE 28.2 broadcasting in the Columbus Market.

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, owns and operates, programs or provides sales services to 58 television stations in 36 markets. Sinclair's television group is affiliated with all major networks and reaches approximately 22% of all U.S. television households. For more information, please visit Sinclair's website at www.sbgi.net.

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