

News Release

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SINCLAIR'S MARK AITKEN TO RECEIVE 2008 TECHNOLOGY LEADERSHIP AWARD

Baltimore (March 18, 2008) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) is pleased to announce that Mark Aitken, Director of Advanced Technology, has been selected to receive the Broadcasting & Cable (B&C) 2008 Technology Leadership Award. Recipients, who are chosen by B&C's editorial staff, pays tribute to technology leaders who have displayed innovation, imagination and achievement. Mr. Aitken will be honored at an awards reception to be held April 14, 2008 during the National Association of Broadcasters convention in Las Vegas.

“Sinclair is extremely proud that Mark was selected to receive this award,” commented Del Parks, Vice President of Engineering and Operations. “Mark’s leadership ability and his thorough understanding of the detailed technical challenges we face as an industry benefit all of us. Mark currently chairs the U.S. Advanced Television Systems Committee (ATSC) Specialist Group responsible for the standardization of broadcast mobile digital television. Mobile TV is a very important and exciting means for broadcasters to reach viewers on the go and, we are extremely appreciative of Mark’s involvement and commitment in working towards bringing this effort to a successful and timely technical conclusion.”

“It is an honor to receive this prestigious award and be recognized for my contributions in helping to lead the broadcast industry in the face of ever-increasing technical and business challenges,” commented Mr. Aitken. “It is even more meaningful knowing that I was selected by one of the industry’s leading trade magazines and will join previous distinguished honorees. I have been fortunate over the years to have the support of Sinclair, a Company with vision and fortitude that has helped to re-shape and advance the broadcast technical and operating landscape.”

Also receiving the Technology Award is Brandon Burgess, Chairman & CEO of Ion Media Networks, Inc.; Hugo Gaggioni, CTO of Sony Broadcast; Bob Hesskamp, SVP of CNN Broadcast & Engineering Systems; Blake Krikorian, Co-founder, Chairman & CEO of Sling Media; and Phil Livingston of Panasonic Broadcast.

Mr. Aitken joined Sinclair Broadcast Group in April 1999 and currently serves as Director of Advanced Technology, where he focuses on technology requirements for the Company’s 58 television stations. Mr. Aitken attended Springfield Technical Community College and continued his education in Engineering Management at Rensselaer Polytechnic Institute.

Prior to coming to Sinclair, Mr. Aitken held various positions with the COMARK Division of Thomcast (formerly Thales now Thomson/GVG), including Manager of the Systems Engineering, RF Engineering and Sales Engineering groups, as well as Director of Marketing and Sales Support which included DTV Strategic Planning responsibilities. While with COMARK, Mr. Aitken was

part of the “Emmy Award Winning Team” that revolutionized the broadcast industry by bringing IOT technology to the marketplace.

Mr. Aitken represents Sinclair within the ATSC and other industry related organizations and is the Chairman of the ATSC TSG/S4 specialist group responsible for standardization of Mobile/Handheld standards. He is a member of the AFCCE, IEEE and SMPTE, and serves as a member of the Technical Advisory Group with the Open Mobile Video Coalition (OMVC). He is the author of many papers dealing with innovative RF product developments, advanced digital television systems design and related implementation strategies, and holds patents for various RF devices.

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 35 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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