

# News Release

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## SINCLAIR UPDATES THIRD QUARTER GUIDANCE

BALTIMORE (September 20, 2010) -- Sinclair Broadcast Group, Inc. (Nasdaq: SBGI), the “Company” or “Sinclair,” today updated its expectations for third quarter net broadcast revenues results, which are currently pacing at the low end of the guidance provided August 4, 2010. On that date, the Company guided for third quarter 2010 net broadcast revenues to be up approximately high teen to low twenty percents as compared to third quarter 2009.

Commenting on third quarter pacing, David Amy, Executive Vice President and CFO of Sinclair, stated, “Our expectation to be at the low end of our guidance should not reflect negatively on our business as advertising demand remains very strong. We are seeing more than expected growth in services, our second largest category, and auto, our largest category, is pacing up approximately 46%, despite the tougher year-over-year comparisons due to last year’s ‘Cash for Clunkers’ program. Even at the lower end of our guidance, third quarter net broadcast revenues will outperform third quarter 2008 both including and excluding political revenues. In addition, our general and administrative, sales and engineering expenses are running less than our prior expense estimates.”

Mr. Amy continued, “Paid and religious programming, which have been down all year, have yet to pick up as expected. We also expect political revenues to be approximately \$9.0 million for the third quarter as compared to \$9.5 million as provided in our prior guidance. Political advertising, which is difficult to forecast because such advertising is generally purchased close to the air date, is currently pacing at approximately \$7.7 million with two weeks remaining in the quarter.”

The Company will provide more detailed 2010 guidance when it releases its final third quarter results on November 3, 2010.

### **Forward-Looking Statements:**

The matters discussed in this press release, particularly those in the section labeled “Outlook,” include forward-looking statements regarding, among other things, future operating results. When used in this press release, the words “outlook,” “intends to,” “believes,” “anticipates,” “expects,” “achieves,” and similar expressions are intended to identify forward-looking statements. Such statements are subject to a number of risks and uncertainties. Actual results in the future could differ materially and adversely from those described in the forward-looking statements as a result of various important factors, including and in addition to the assumptions identified in this release, the impact of changes in national and regional economies, successful execution of outsourcing agreements, pricing and demand fluctuations in local and national advertising, volatility in programming costs, the market acceptance of new programming, the CW Television Network and MyNetworkTV programming, our news share strategy, our local sales initiatives, the execution of retransmission consent agreements, our ability to identify and consummate investments in attractive non-television assets and to achieve anticipated returns on those investments once consummated and the other risk factors set forth in the Company’s most recent reports on Form 10-Q and Form 10-K, as filed with the Securities and Exchange Commission. There can be no assurances that the assumptions and other factors referred to in this release will occur. The Company undertakes no obligation to publicly release the result of any revisions to these forward-looking statements except as required by law.

### **About Sinclair:**

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 reaches approximately 22% of U.S. television households and is affiliated with all major networks. Sinclair owns equity interests in various non-broadcast related companies.

The Company regularly uses its website as a key source of Company information and can be accessed at [www.sbgi.net](http://www.sbgi.net).

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