

News Release

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Sinclair Prices Private Offering of Senior Unsecured Notes

BALTIMORE (September 21, 2010) -- Sinclair Broadcast Group, Inc. ("Sinclair") (Nasdaq: SBGI) announced that its wholly-owned subsidiary, Sinclair Television Group, Inc. ("STG"), has priced its previously announced private offering of senior unsecured notes (the "Notes") due 2018. The Notes were priced at 98.567% of their par value and will bear interest at a rate of 8.375% per annum payable semi-annually on April 15 and October 15, commencing on April 15, 2011.

STG intends to use the net proceeds from the offering to fund the tender offers for Sinclair's 6% Convertible Subordinated Debentures due 2012 (the "6% Debentures") and STG's 8% Senior Subordinated Notes due 2012 (the "8% Notes").

This press release shall not constitute an offer to sell or the solicitation of an offer to buy the Notes, nor shall there be any offer or sale of the Notes in any state or jurisdiction in which such offer, solicitation or sale would be unlawful.

The Notes will not be registered under the Securities Act of 1933 or any state securities laws and may not be offered or sold in the United States absent registration or an applicable exemption from registration requirements.

The tender offers described in this press release are neither an offer to purchase nor a solicitation of an offer to sell any 6% Debentures or 8% Notes. Any solicitation and offer to buy 6% Debentures or 8% Notes will only be made pursuant to the applicable Offer to Purchase and related materials.

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, currently 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 includes FOX, ABC, CBS, NBC, MNT and CW affiliates. The Company regularly uses its website as a key source of Company information and can be accessed at www.sbgi.net.

Forward-Looking Statements:

The matters discussed in this press release include forward-looking statements regarding, among other things, future operating results. When used, the words "outlook," "intends to," "believes," "anticipates," "expects," "achieves," and similar expressions are intended to identify forward-looking statements and information. Such forward-looking information is subject to a number of risks and uncertainties. Actual results in the future could differ materially and adversely from those set forth in the forward-looking information as a result of various important factors, including and in addition to the assumptions set forth therein, but not limited to, STG's ability to consummate the offering of the Notes or the tender offers, whether or not any of the

8% Notes or 6% Debentures are tendered in the tender offers, the impact of changes in national and regional economies, the volatility in the U.S. and global economies and financial credit markets which impact our ability to forecast or refinance our debts as they become due, 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 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 any other risk factors set forth in Sinclair's recent reports on Form 8-K, Form 10-Q and/or Form 10-K, as filed with the Securities and Exchange Commission. There can be no assurance that the assumptions and other factors referred to will occur. Sinclair undertakes no obligation to update such forward-looking information in the future except as required by law.

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