

FOR IMMEDIATE RELEASE

**Cool Music Network (THECOOLTV) and Sinclair Television Group
Announce Partnership**

News Release

BALTIMORE (February 4, 2010) -- Cool Music Network, LLC ("THECOOLTVSM") and Sinclair Television Group, Inc., a wholly-owned subsidiary of Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) are pleased to announce an agreement for the carriage of THECOOLTV in 34 of Sinclair's markets. This partnership will put THECOOLTV in 24 million homes, representing approximately 22% of U.S. television households.

THECOOLTV is a brand new 24 hours a day / 7 days a week music television network. But unlike other music channels, THECOOLTV is "Hyper-Localized," customizing its programming to reflect local demographics, music events and even local artists. Through their partnerships with local artists, music venues, promoters and major festival events, THECOOLTV has been able to cultivate a unique aspect of localism, thereby appealing to the viewers in each market. THECOOLTV's expansive video vault includes high-quality programs supplied by major and independent record labels, established and local artists and content providers. Viewers tuning into THECOOLTV can expect exciting entertainment including live concerts, music videos, and much more.

In making the announcement, David Amy, Executive Vice President and Chief Financial Officer of Sinclair, said, "We are excited to offer THECOOLTV on our multi-cast spectrum, but more importantly, feel this could be a perfect fit for the mobile television model. We believe their ability to customize their content based on each market's musical tastes will make it all the more appealing to our viewers."

THECOOLTV's CEO, Joe Comparato, adds, "*We are On-Location, On the Web and On TV.* We understand that today's music fans want their music where and when they want it, and that's what we deliver with strategic broadcast partnerships and unprecedented technical advancements! We attract viewers to our network because of our great content, our ability to be local and leverage the latest technologies to engage the audience."

THECOOLTV is the newest offering from Cool Music Network, LLC (CMN), a Kansas-based multi-platform entertainment company. CMN remains an undisputed leader in live event recording with on-site mastering for immediate sales of concert CDs, DVDs, and memory sticks. Meanwhile, CMN has since created a fast-growing website for sales of its products and now rounds out its distribution with THECOOLTV.

About Cool Music Network, LLC

Cool Music Network (CMN) (aka THECOOLTV on television) has merged the capabilities of multiple content delivery platforms under one Media / Entertainment Company. The Cool Music Network produces, acquires and distributes entertainment content across multiple platforms, from TV and the web to live concert venues and mobile devices. CMN is a proud supporter of the Open Mobile Video Coalition, broadcasting live video content to handheld devices. **THECOOLTV** offers broadcasters a 24/7 customized multi-cast television and internet channel that will reflect the musical tastes of each local market. For information, please visit the CMN corporate website, CoolMusicNetwork.com.

About Sinclair Broadcast Group

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.sbsi.net.

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