



PRESS RELEASES

KVWB Enters Into News Share; News Central Mission Redefined

News Release

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KVWB-TV AND KVBC-TV PARTNER TO PRODUCE A SHARED 10PM NEWSCAST IN LAS VEGAS

News Central Mission Redefined

Las Vegas (March 14, 2006) - KVWB-TV (WB 21) and KVBC-TV (NBC 3) have partnered to provide Las Vegas viewers a new 10:00pm news choice, "News 3 at 10 on WB Las Vegas." Beginning April 6, 2006, KVBC will produce a 10:00pm to 11:00pm newscast Monday through Friday and a 10:00pm to 10:30pm newscast Saturday and Sunday on KVWB.

Jim Snyder and Nina Radetich, co-anchors of News 3 at 11:00pm will anchor the 10:00pm newscast weekdays. Dana Wagner will be the weather anchor. The weekday sports anchor and weekend anchors and weather reporters will be identified in the upcoming weeks.

"We are excited to be joining forces with KVBC in launching this 1-hour newscast," commented Rob Weisbord, General Manager of KVWB. "They are a news leader, whose experience and resources will allow us to raise our level of news exposure."

KVBC Executive Vice President and General Manager, Gene Greenberg commented, "The News 3 team is excited about our news partnership with KVWB. We are looking forward to a long, successful relationship."

KVWB's news, which was discontinued on March 3, 2006, was produced by the station with a national news feed from its parent company, Sinclair Broadcast Group's News Central. News Central will be discontinuing its live prime-time newscasts on its other WB stations effective March 31, 2006. Instead, Sinclair has decided to actively seek out news share arrangements in those markets. Because the costs to produce a high quality local news are so significant, moving to a news sharing partnership with a strong network affiliated station can provide an effective means to bring additional news coverage to the market. News share arrangements, such as the one with KVBC, provides for the sharing of resources and economics so that both parties and the local viewer benefit with a higher quality news product.

The News Central operation will devote its resources to increasing the amount of editorial and support content fed to Sinclair's other 20 locally produced news stations. In addition, News Central will provide daily feeds of news content, coordinate coverage of major events, and provide Internet and digital news solutions to improve the quality and competitiveness of our local newscasts. The News Central operation will also serve as a creative production hub for convergence.

Vice President/News Director, Joe DeFeo stated, "Our local news staff at our WB stations should take pride in the solid and professional

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newscasts they produced. We are eager to begin our new mission in supporting all of our news stations and are particularly excited about the role News Central will play in integrating Sinclair's news franchise on our Internet and digital platforms."

Sinclair Broadcast Group, Inc. (Nasdaq: SBGI), 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.sbsgi.net.

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