

SINCLAIR BROADCAST GROUP, INC.

News Release

SINCLAIR BROADCAST GROUP COMPLETES FIELD TESTING OF HIGH-SPEED WIRELESS INTERNET BROADCASTING SYSTEM

*--Television Signals Used to Deliver Digital Information to the General Public
Seven Times Faster Than Standard Telephone Connection--*

July 9, 1996 -- Baltimore, MD -- Sinclair Broadcast Group (NASDAQ, SBGI) today announced that it has completed extensive field testing of its system, "SUPERCASST", which broadcasts Internet and Internet-type information to computers using the TV signal. This information can be delivered free to the general public. The tests were conducted throughout the Baltimore region using two separate local UHF-TV stations. The tests conclusively establish that the system can deliver digital data throughout the Baltimore market at speeds of nearly 100kbs. This is seven times faster than a standard 14.4kbs telephone modem.

"This represents a significant advancement in accessing information from the Internet and other sources", states Nat Ostroff, Vice President-New Technology of Sinclair Broadcast Group (SBG). "SUPERCASST" will give consumers the opportunity to receive digital information directly from the over-the-air TV signal, delivered to their computer's hard drive, without the need for a wired connection to the Internet. It will lower costs, dramatically decrease the time it takes to get information and bring the digital information age to the general public on a mass basis for the first time in the same manner as existing over-the-air TV does today."

The TV signal is received by standard computers that are equipped with a "Broadcast Modem". The modem plugs directly into one of the computer's expansion slots and a TV antenna or cable connected to the computer carries the signal to the modem. The broadcast modem will cost about the same as a high quality telephone modem. It is anticipated that the next generation of computers will come equipped with these modems in place. A return path using a standard telephone line is activated only when the user needs to send a response back to the station or to conduct secure commercial transactions.

Data received by the modem is stored on the computer's hard drive for real time or future viewing. This over-the-air delivered data is transmitted 24 hours a day and is updated continuously. The consumer can then use a standard browser, like Netscape Navigator or Microsoft Explorer, to view and interact with the received data that is stored on the hard drive. Since the data is delivered from the hard drive, the material is available almost instantaneously as compared to the normal latency of the Internet. The speed of information displayed on the computer's screen is much faster than any standard telephone-connected Internet application. This paves the way for more compelling graphics and content for the user and enables existing tools for the Internet to be used to their greatest potential. Combined with digitally delivered, high-quality audio and video, this creates new possibilities that are not practical in today's telephone-delivered service.

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The TV data broadcasting system does not interfere with the normal delivery of the standard TV picture and sound. The high-speed digital data is carried on the TV signal using a portion of that signal that is reserved for data transmission. No new FCC regulation is required for the implementation of the system.

Sinclair is planning a rapid deployment of "SUPERCAST", making it the first of its kind to be available to the public. Information will be delivered free to the end users' computer and will be supported by advertising, with many of the new sites containing information specifically prepared for the local market.

SBG's CEO David Smith said, "The future business applications that will eventually emanate from the use of this data delivery platform can, when developed, be significantly greater than the current advertising-supported TV business. TV broadcast companies can now, for the first time, become multiple income stream providers comparable to other telecommunications companies."

The equipment and software used for the test in Baltimore was supplied and supported by Norpak Corporation of Ottawa, Canada. Norpak is the leading supplier of TV data broadcast systems with over 900 systems installed worldwide. Since 1978, Norpak has specialized in the development of television-based data transmission systems and interactive on-line information systems.

Norpak systems are used by major TV networks in the U.S. and abroad. Norpak is privately held, with Gemstar and Samsung being significant shareholders.

Sinclair Broadcast Group is the seventh largest broadcast group in the United States, with 28 TV stations and 34 radio stations in 27 separate markets. The television group reaches 14.82% of the country and includes ABC, CBS, Fox and UPN affiliates. The radio assets constitute one of the ten largest groups in radio. Sinclair is a publicly held company that trades on the NASDAQ under the symbol SBGI.