

UPN, Sinclair and Glencairn Sign New Affiliation Agreements
Deal Resumes UPN Broadcasts in Milwaukee and Birmingham and Renews
Affiliations in Raleigh and Charleston, SC

LOS ANGELES and BALTIMORE, July 31 /PRNewswire/ -- The United Paramount Network, Glencairn, Ltd., and Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) have reached an agreement to renew their relationship with long-term primary affiliation agreements for three major market television stations, it was announced today by Dean Valentine, President & CEO, UPN; David Smith, CEO, Sinclair Broadcast Group, Inc.; Barry Baker, CEO-Designate, Sinclair Communications, Inc. and Edwin Edwards, President, Glencairn, Ltd. The stations are: WCGV-TV (Milwaukee), WABM-TV (Birmingham) and WRDC-TV (Raleigh). Sinclair programs WRDC-TV and WABM-TV under local marketing agreements with Glencairn, Ltd.

Additionally, UPN and Sinclair have agreed to renew a primary affiliation agreement for WMMP-TV in Charleston, South Carolina.

The total national coverage for UPN reflected in this four station agreement is 2.428% of U.S. television households. The agreement is effective immediately and provides for WCGV-TV (Milwaukee) and WABM-TV (Birmingham) to resume broadcasting UPN programming on August 1, 1998. WRDC-TV and WMMP-TV will continue to broadcast UPN programming under their new long-term affiliation agreements. In fall 1998, Birmingham and Raleigh will join Milwaukee as Nielsen metered markets.

In making the announcement, Valentine said, "We have been optimistic for some time that we would make these important station deals with Sinclair. These key market renewals are another sign of the positive momentum at UPN, and we are happy to be back in business with Dave Smith, Barry Baker, Eddie Edwards, and everyone at Sinclair and Glencairn. We look forward to our October launch of five nights of primetime programming, and the introduction of a number of unique, provocative shows that will appeal to viewers in these markets -- as well as every other place across America."

"We look forward to renewing our relationship with UPN in these markets," said Baker. "Our strategy is to maintain alliances with networks that are intent on becoming true broadcasters and to seek the widest network diversification base possible. This deal with UPN fits that strategy."

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that currently owns or programs 56 television stations and 54 radio stations. Upon completion of all pending transactions, Sinclair will own or program 57 television stations in 37 separate markets and 50 radio stations in 10 separate markets. Sinclair's television group will reach approximately 22.4% of U.S. television households and includes ABC, CBS, FOX, NBC, WB and UPN affiliates. Sinclair's radio group is one of the top 10 groups in the United States.

UPN is a national broadcast network that launched January 16, 1995. Its parent companies, Chris-Craft Industries, Inc.'s (NYSE: CCN) BHC Communications, Inc. (Amex: BHC) and Viacom, Inc.'s (Amex: VIA) Paramount Television Group, collectively own 26 television stations, which cover 50% of U.S. television households.

UPN will expand to five nights of primetime programming, Mondays-Fridays, effective October 5, 1998. In fall 1999, UPN will begin airing two hours of Disney animated children's programming six days a week, Monday through Friday afternoons and Sunday mornings.

SOURCE Sinclair Broadcast Group, Inc.

Web site: <http://www.sbgi.net>

Company News On-Call: <http://www.prnewswire.com> or fax, 800-758-5804, ext.

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