



## PRESS RELEASES

### SBG Names Kerry Johnson GM in Madison

BALTIMORE (August 5, 2005) - Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that Kerry Johnson has been named General Manager for WMSN-TV (FOX 47) in Madison, Wisconsin. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair's television group.

In making the announcement, Mr. Marks said, "Kerry is well-regarded within the Madison market and brings a new competitive spirit and level of enthusiasm to our station. Having spent his broadcasting career in Wisconsin, he has an incredible understanding of the market, what's important to the community and how best to meet the needs of the viewers and advertisers."

"I am thrilled to be joining the quality staff at WMSN," commented Kerry Johnson, General Manager of WMSN-TV. "Having competed against the station for the past eight years, it is great to now have the opportunity to lead the station. I am also excited that this move allows me to remain in Madison where I can continue to serve the community in a more expanded role.

From 1999 to the present, Mr. Johnson served as General Sales Manager and from 1997 until 1999 as Local Sales Manager for WKOW-TV (ABC) in Madison, WI. Prior to that and from 1996 he was the Local Sales Manager of WISN-TV in Milwaukee, WI. In addition, Mr. Johnson has over 10 years of broadcast sales experience having served as Account Executive for WISN-TV, WLUK-TV in Green Bay, WI, and WYNE Radio in Appleton, WI. Mr. Johnson holds a Bachelor of Science degree in Radio and Television Broadcasting with an emphasis on Management and Production from the University of Wisconsin-Platteville.

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, owns and operates, programs or provides sales services to 61 television stations in 38 markets. Sinclair's television group includes FOX, WB, ABC, CBS, NBC, and UPN affiliates and reaches approximately 23% of all U.S. television households. For more information, please visit Sinclair's website at [www.sbg.net](http://www.sbg.net).

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