Sinclair Announces Corporate Promotion

   BALTIMORE, Sept. 15 /PRNewswire/ -- Sinclair Broadcast Group, Inc.
(Nasdaq: SBGI) announced today that Patrick J. Talamantes has been promoted to
the position of Treasurer. Talamantes most recently served as Director of
Corporate Finance.

   In making the announcement, David Amy, Chief Financial Officer of
Sinclair, said, "Pat has been an integral part of our capital raising and
investor relations activities. This well-deserved promotion clearly
identifies him as the key member of our management team responsible for
building the capital structure necessary to allow Sinclair to continue to be a
leading consolidator in the television and radio broadcasting industries."

   Talamantes has served as Director of Corporate Finance since 1996. From
1995 to 1996, he served as Treasurer of River City Broadcasting, which was
acquired by Sinclair. From 1986 to 1995, Talamantes held various positions in
the Global Bank with Chemical Banking Corporation. Before leaving to join
River City, he was a vice president in the Global Media & Telecommunications
Group.

   Talamantes received a B.A. in Economics (with Honors) from Stanford
University. He also received an M.B.A. from The Wharton School of the
University of Pennsylvania.

   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 64
television stations in 42 separate markets and 51 radio stations in 10
separate markets. Sinclair's television group will reach approximately 24.4%
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.

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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