

News Release

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WTTA-TV AND WFLA-TV TO PRODUCE A SHARED 10PM NEWSCAST IN TAMPA

Tampa, FL (September 28, 2007) – WTTA-TV (MY TV 38) and WFLA-TV (NBC 8) have announced a news agreement in which WFLA-TV will produce a 10:00pm to 10:35pm newscast Monday through Friday on WTTA, beginning October 8, 2007. The newscast is titled *News Channel 8 at 10* and will air on MY TV TAMPA BAY.

"We are very excited to announce this partnership between News Channel 8 and MY TV TAMPA BAY," said Julie Nelson, General Manager for WTTA. "It will provide the best choice for live, breaking news at 10 o'clock, which viewers have requested. We're proud to be working with the market's news leader, News Channel 8, to help meet the community's needs and bring more local news coverage to Tampa Bay."

Michael J. Pumo, President and General Manager for WFLA-TV commented, "This partnership is an exciting opportunity for WFLA-TV and WTTA-TV to provide the best possible news coverage in the area for viewers at 10pm. As the leader in the marketplace, News Channel 8 is committed to producing a newscast that is contemporary as well as the primary source for breaking news and weather in that time period."

About WTTA

WTTA-TV is owned by Bay Television and is operated by Sinclair Broadcast Group, Inc. (Nasdaq: SBGI), one of the largest and most diversified television broadcasting companies, which 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.sbgi.net.

About Media General

WFLA-TV is owned by Media General. Media General is a multimedia company operating leading newspapers, television stations and online enterprises primarily in the Southeastern United States. The company's publishing assets include three metropolitan newspapers, The Tampa Tribune, Richmond Times-Dispatch, and Winston-Salem Journal; 22 daily community newspapers in Virginia, North Carolina, Florida, Alabama and South Carolina;

and more than 150 weekly newspapers and other publications. The company's broadcasting assets include 23 network-affiliated television stations that reach more than 32 percent of the television households in the Southeast and nearly 9.5 percent of those in the United States. The company's interactive media assets include more than 75 online enterprises that are associated with its newspapers and television stations. Media General also owns a 33 percent interest in SP Newsprint Company, a manufacturer of recycled newsprint.