

Sinclair to Increase Local News Programming; Announces Corporate News Director  
BALTIMORE, Oct. 4 /PRNewswire-FirstCall/ --

Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that it will be increasing local news programming at many of its television stations. The news expansion is made possible using a revolutionary news model built upon a central support operation focused on simplifying national news coverage and a local news network to coordinate local news operations. The result is high quality news delivered more efficiently.

"Local news is an integral part of establishing television stations in their local communities," commented David Smith, President and CEO of Sinclair. "However, the cost associated with producing a quality newscast can be prohibitive in many markets. We developed a model, using current technology, that reduces or eliminates repetitive efforts and resources that can be produced from a centralized location."

"Without those costs to bear, the local station can focus on creating a cost effective, tailored news department that can focus exclusively on local news that effects their community. With lower per station costs, even the smaller markets are able to support a profitable yet high quality newscast."

Sinclair will launch its first newscast utilizing its news central and local news network model at WSMH-TV (FOX-66) in Flint, Michigan. The station will premier the market's first 10 o'clock news program on October 28, 2002.

In a separate announcement, David Smith announced the promotion of Joe DeFeo to Corporate News Director. In this capacity Mr. DeFeo will build a corporate news structure to manage the news resources of the company and develop ways to add more news in Sinclair markets. Before assuming this responsibility, DeFeo was the News Director of the highly successful and award winning news product broadcast on Sinclair's Baltimore television stations, WBFF and WNUV, a position he has held since November 1992. DeFeo started his career at WGAL-TV in Lancaster/Harrisburg, PA and worked for five years as news producer at WBAL-TV in Baltimore. Immediately before coming to WBFF/WNUV in 1991, DeFeo was Producer of the Fox Morning News at WTTG in Washington and helped start up that morning newscast.

Mr. DeFeo was an original member of the start-up management team that put the WBFF news operation on the air in 1991 and oversaw the 1997 launch of the Baltimore market's fastest growing newscast, the "News at 6:30" on LMA Station WNUV, as well as the 2001 launch of a 3-hour morning news program on the Fox affiliate. The WBFF/WNUV news operation has won more journalism awards than all other local news organizations combined, including eight (8) "Outstanding News Operation" awards from the Associated Press. DeFeo has personally won two Washington regional Emmy awards for newscast producing.

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, owns and operates, programs, or provides sales services to 62 television stations in 39 markets, 29 of which currently air local news. Sinclair's television group includes FOX, WB, ABC, CBS, NBC, and UPN affiliates and reaches approximately 23.9% of all U.S. television households. For more information, please visit Sinclair's website at [www.sbgi.net](http://www.sbgi.net).

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