

Sinclair Reports Record 3rd Quarter Results; Pro Forma BCF Up 17%, ATCF Per Share Up 100%

BALTIMORE, Oct. 30 /PRNewswire/ -- Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) (the "Company") reported record net revenue, broadcast cash flow and after-tax cash flow for the third quarter ended September 30, 1997.

Total revenues increased to \$124.7 million for the three months ended September 30, 1997, from \$110.3 million for the three months ended September 30, 1996, or 13.1%. Broadcast cash flow grew 19.1% to \$57.3 million in the third quarter, after taking into account certain lags in the timing of program contract payments relating to the Company's 1996 acquisitions. These one-time payment lags increased broadcast cash flow in the year-ago period by \$4.7 million. After tax cash flow per share rose 100% to \$0.54 during the third quarter versus the same period a year ago. These increases in total revenues, broadcast cash flow and after tax cash flow per share were primarily the result of growth in television and radio revenue and broadcast cash flow and the acquisition of KUPN-TV.

David Amy, Chief Financial Officer, noted, "Strong revenue growth and a continued focus on costs led to an increase in pro forma revenues of 8% and an increase in pro forma broadcast cash flow of 17%. Our local sales efforts continued to be strong in the quarter, while national advertising bounced back from a first half slump and almost matched the pace of local business. Our radio business produced another outstanding result, with 10% net broadcast revenue growth and 13% broadcast cash flow growth. Our overall broadcast cash flow margin rose almost 4 percentage points on a pro forma basis because of our ongoing efforts to improve the cost structure of our distribution system."

Amy further commented, "Currently, our national advertising pacings continue to be moderately ahead of last year, and, together with strong local sales pacings, have resulted in total time sales pacing 7% ahead of last year."

The Company reduced its total debt in the third quarter to \$939 million from \$1,176 million largely because of the issuance by Sinclair during the quarter of 4.3 million shares of Class A common stock at \$36.50 per share and 3.5 million shares of 6% Convertible Exchangeable Preferred Stock at \$50 per share. The net proceeds of these transactions were \$151.6 million and \$167.5 million, respectively. Capital expenditures during the third quarter totaled \$5.0 million.

Sinclair Broadcast Group, Inc. is one of the nation's largest broadcast groups. Sinclair owns and/or provides programming services to 29 television stations in 21 separate markets, and owns, provides sales and programming services to, or has options to acquire, 34 radio stations in 8 separate markets. The television group reaches approximately 15% of U.S. television households and includes ABC, CBS, FOX, WB, and UPN affiliates. The radio group is one of the ten largest groups in the United States.

SINCLAIR BROADCAST GROUP, INC.
 HISTORICAL FINANCIAL HIGHLIGHTS
 (Dollars in Thousands except for per share data)

	Three Months			Nine Months		
	Ended September 30,			Ended September 30,		
	1997	1996	Incr. %	1997	1996	Incr. %
Net broadcast revenues	\$113,327	\$102,013	11.1	\$333,028	\$219,352	51.8
Total revenues	124,746	110,279	13.1	364,317	237,189	53.6
Broadcast cash flow	57,337	52,776	8.6	162,937	117,855	38.3
Adjusted EBITDA	53,876	49,807	8.2	152,491	111,820	36.4
After tax cash flow	21,269	10,654	99.6	54,006	41,095	31.4

Program contract payments	11,875	7,230	64.3	38,134	19,301	97.6
Corporate expense	3,461	2,969	16.6	10,446	6,035	73.1
Net loss available to common shareholders	\$(274)	\$(3,328)	N.M.	\$(6,096)	\$(1,817)	N.M.
Deferred tax provision (benefit)	2,655	(5,741)	N.M.	(4,751)	(5,253)	N.M.
Per share data:						
Net loss per share	\$(0.01)	\$(0.10)	N.M.	\$(0.17)	\$(0.05)	N.M.
After tax cash flow per share	\$0.54	\$0.27	100.0	\$1.39	\$1.12	24.1

N.M.- Not Meaningful

Notes:

The definitions used for the terms "Broadcast Cash Flow" and "Adjusted EBITDA" conform to those used in the Company's Form S-4 registration statement dated August 29, 1997, as amended.

"After tax cash flow" is defined as net income (loss) plus depreciation and amortization (excluding film amortization), non-cash deferred compensation expense, and the deferred tax provision (or minus the deferred tax benefit). After tax cash flow is presented here not as a measure of operating results and does not purport to represent cash provided by operating activities. After tax cash flow should not be considered in isolation of, or a substitute for, measures of performance prepared in accordance with generally accepted accounting principles.

"After tax cash flow per share" is defined as after tax cash flow divided by weighted average common and common equivalent shares outstanding.

The matters discussed in this report include forward-looking statements. Such statements are subject to a number of risks and uncertainties, such as the impact of changes in national and regional economies, successful integration of acquired television and radio stations (including achievement of synergies and cost reductions), pricing fluctuations in local and national advertising, volatility in programming costs and the availability of suitable acquisitions on acceptable terms. Additional risk factors regarding the Company are set forth in the Company's registration statement on Form S-4 filed with the Securities and Exchange Commission on August 29, 1997, as amended.

SINCLAIR BROADCAST GROUP, INC. AND SUBSIDIARIES
CONSOLIDATED STATEMENTS OF OPERATIONS
(in thousands except per share data)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	1997	1996	1997	1996
REVENUES:				
Station broadcast revenues, Net of agency commissions	\$113,327	\$102,013	\$333,028	\$219,352
Revenues realized from barter arrangements	11,419	8,266	31,289	17,837
Net revenues	124,746	110,279	364,317	237,189
OPERATING EXPENSES:				
Program and production	22,016	22,303	68,776	43,002

Selling, general and administrative	27,003	25,345	78,637	49,613
Expenses realized from barter arrangements	9,976	5,594	26,279	13,453
Amortization of program contract costs and net realizable value adjustments	16,151	16,793	47,069	34,350
Depreciation and amortization of property and equipment	4,446	3,432	12,786	6,976
Amortization of acquired intangible broadcasting assets and other assets	14,325	16,174	51,717	40,566
Amortization of deferred compensation	117	117	350	623
Total operating expenses	94,034	89,758	285,614	188,583
Broadcast operating income	30,712	20,521	78,703	48,606
OTHER INCOME (EXPENSE):				
Interest expense	(25,349)	(29,001)	(77,342)	(56,647)
Subsidiary trust minority interest expense	(5,845)	-	(12,852)	-
Interest income	324	317	1,364	2,838
Other income (expense)	(11)	335	36	986
Total other income/ (expense)	(30,881)	(28,349)	(88,794)	(52,823)
Loss before income tax benefit	(169)	(7,828)	(10,091)	(4,217)
Income tax benefit	70	4,500	4,170	2,400
Net loss	\$(99)	\$(3,328)	\$(5,921)	\$(1,817)
Preferred stock dividends payable	175	-	175	-
Net loss available to common shareholders	\$(274)	\$(3,328)	\$(6,096)	\$(1,817)
Net loss per common share	\$(0.01)	\$(0.10)	\$(0.17)	\$(0.05)
Weighted average common shares outstanding	35,025	34,750	34,868	34,750
Weighted average common and common equivalent shares outstanding	39,269	39,361	38,929	36,840

SOURCE Sinclair Broadcast Group, Inc.

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