

Sinclair Broadcast Group Announces Key Vendor Agreements

New National Representation Agreement With TeleRep/HRP
New Rating Service Agreement With A.C. Nielsen

Agreements Allow Sinclair to Reach Cost Reduction Targets

BALTIMORE, Nov. 20 /PRNewswire/ -- Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) today announced that it has entered into new exclusive vendor agreements with TeleRep/HRP, wholly owned subsidiaries of Cox Enterprises, Inc., for national representation and with the A.C. Nielsen Company for ratings services. Both agreements have five-year terms and cover all of Sinclair's television stations. The two agreements will result in total savings to Sinclair of \$25 million over the next five years, based upon, in the case of the TeleRep/HRP agreement, anticipated national advertising revenue over the contract term.

David D. Smith, President and Chief Executive Officer of Sinclair, said, "The agreements with Cox and Nielsen should allow us to achieve our previously announced plan to generate \$3 to \$5 million immediately in annual expense savings from the synergies resulting from the River City acquisition and other acquisitions we have made over the past year. In fact, the agreements should enable us to reach the upper end of that range."

Barry Baker, President and Chief Executive Officer of River City Broadcasting, who will join Sinclair as President and CEO of Sinclair Communications, Inc. as soon as permissible under FCC rules, commented, "TeleRep/HRP and the A.C. Nielsen Company share Sinclair's commitment to the future of broadcasting. TeleRep/HRP provides the best representation in the business and Nielsen is an integral part of our industry. I am delighted that Sinclair has entered into these agreements with these companies."

Sinclair Broadcast Group, Inc. is one of the nation's largest broadcast groups, owning and/or providing programming services to 28 television stations in 20 separate markets, and owning, providing sales and programming services to, or having options to acquire, 33 radio stations in 8 separate markets. The television group reaches 14.82% of U.S. television households and includes ABC, CBS, Fox, and UPN affiliates. The radio group is one of top twenty groups in the United States.

The matters discussed in this release 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 and volatility in programming costs. Additional risk factors regarding the Company are set forth in the registration statement on Form S-3/A filed with the Securities and Exchange Commission on November 7, 1996.

SOURCE Sinclair Broadcast Group, Inc.

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