

## Sinclair Acquires Rights to '3rd Rock from the Sun'; Deal To Provide Off-Network Rights to 15 Markets

BALTIMORE, July 17 /PRNewswire/ -- Sinclair Broadcast Group has acquired the off-network rights to "3rd Rock from the Sun" for 15 markets from the Carsey-Werner Distribution Company. The Emmy Award winning and critically acclaimed NBC series will be available for off-network airing beginning in the Fall 1999. The stations that have acquired the series are WPGH/WPTT (Pittsburgh); WBFF/WNUV, (Baltimore); WTTV (Indianapolis);WSTR (Cincinnati); WLFL/WRDC (Raleigh); WTTE (Columbus); WLOS/WFBC (Greenville, SC/Spartanburg, SC/Asheville, NC); KABB/KRRT (San Antonio); WTVZ (Norfolk); KOCB (Oklahoma City); WSMH (Flint); KUPN (Las Vegas); WDKY (Lexington); KDSM (Des Moines); and WYZZ (Peoria).

"The Sinclair programming strategy is to buy strong programs that will continue to increase our audience share in the access time period

(Monday-Friday, 7 p.m. to 8 p.m.), one of our key revenue generating day parts," said Bill Butler, Vice President and Group Programming Director for Sinclair Communications. "Our analysis indicates that '3rd Rock from the Sun' will be a strong performer in key audience demographics."

Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) is one of the nation's largest broadcast groups, owning and/or providing programming services to 29 television stations in 21 separate markets, and owning, providing sales and programming services to, or having 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 twenty largest groups in the United States.

Sinclair Broadcast Group's Class A common stock is traded on the Nasdaq National Market under the ticker symbol "SBGI."

SOURCE Sinclair Broadcast Group, Inc.

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