

SINCLAIR SELECTS COMARK FOR "MULTICASTING" SERVICE DEMO

BALTIMORE, MD, January 27, 1998 - Sinclair Broadcast Group, Inc. (Sinclair) has announced the formation of a technology team being lead by Comark Digital Services (CDS) to demonstrate the potential of "multicasting" and other digital television (DTV) applications, including high definition television (HDTV).

The Sinclair demonstration will consist of simultaneous DTV transmissions on two channels in the Baltimore, MD market area, using Comark Communications (COMARK) on-the-air, solid state transmitters and ATSC compliant 8-VSB systems hardware. These DTV signals will be received at selected demonstration sites. Nat Ostroff, Vice President of New Technology at Sinclair Broadcast Group, comments, "The demonstration is intended to show both the industry and the general public the full promise of the new DTV service."

The ATSC DTV Standard adopted by the FCC provides broadcasters with the capability to offer a variety of services including HDTV, standard definition television (SDTV) and data broadcasting. Through this ground-breaking technology demonstration, Sinclair will show that these services can be combined in various ways to support new DTV business models.

CDS is working with Sinclair to define the overall technical strategy for the demonstration and is responsible for project management, design, and installation including the integration of third party components, and testing of the complete system.

Sinclair Broadcast Group, Inc. (NASDAQ:SBGI) is one of the nation's largest broadcast groups. Sinclair owns and/or provides programming services or has agreements to acquire 45 television stations in 31 separate markets, and owns, provides sales and programming services to, or has agreements or options to acquire 58 radio stations in 11 separate markets. Sinclair's television group will reach approximately 19.5% of U.S. television households and includes ABC, CBS, FOX, NBC, WB, and UPN affiliates. Sinclair's radio group is one of the top ten groups in the United States.

A division of COMARK Communications, Inc., CDS was formed to help broadcasters develop and implement successful strategies for digital television. CDS offers broadcasters a variety of services including strategic planning, consulting, systems design, innovative products, and complete turnkey systems integration. COMARK is an Emmy award winner and recognized leader in high power UHF terrestrial broadcasting. COMARK is a member of the Thomcast organization, which ranks as the largest terrestrial broadcasting product and service organization in the world.

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