

Sinclair Debuts First Digital TV in Baltimore; First Ever Multi- Station,  
Multi-Program Digital Transmissions

BALTIMORE, March 2 /PRNewswire/ -- Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) has begun broadcasting the nation's first-ever multi-station, multi-channel digital television (DTV) signals in Baltimore. Sinclair began broadcasting on WBFF-TV and WNUV-TV assigned DTV channels 46 and 40 on February 27, 1998. Each of the channel assignments, which were granted by the Federal Communications Commission (FCC) is carrying several programs concurrently in the standard definition TV format. "We are very pleased with this first phase of our digital TV demo in which we are transmitting a variety of programs simultaneously," stated Sinclair CEO David Smith. He added, "The next phase of the demonstration will occur this spring when DTV set manufacturers will display several sets that will receive digital TV signals in a variety of standard and high definition formats." Sinclair will invite members of Congress, FCC officials, industry representatives, area leaders, investors and the media to view the second phase of the demonstration.

"We want to show the flexibility of digital television by demonstrating some of the many options that are available to broadcasters and the consumer in the DTV world," said Sinclair Vice-President of New Technology, Nat Ostroff. The digital broadcasts on Baltimore's Fox and WB affiliates are a first-of-a-kind demonstration that will illustrate the options created when two or more television stations work together to deliver a wide variety of programming and services to the public. The demonstrations in Baltimore will aid Sinclair in developing DTV plans for its other television markets.

Sinclair Broadcast Group, Inc. is one of the nation's largest broadcast groups. Sinclair owns and/or provides programming services or has agreements to acquire 55 television stations in 37 separate markets, and owns, provides sales and programming services to, or has agreements or options to acquire, 59 radio stations in 11 separate markets. Sinclair's television group will soon reach approximately 22.5% of U.S. television households and will include ABC, CBS, FOX, NBC, WB and UPN affiliates. Sinclair's radio group is one of the top fifteen groups in the United States.

SOURCE Sinclair Broadcast Group, Inc.

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