

Sinclair Announces Long Term Agreement for National Sales Representation With Katz Media

BALTIMORE, June 9 /PRNewswire/ -- Sinclair Communications, Inc. ("SCI") announced today that it would build exclusive selling teams at Seltel, a division of Katz Media. This far-reaching agreement will encompass the representation of all stations that SCI will either acquire or begin programming upon the closing of the Sullivan and Max Media properties later this month. In addition, stations that are currently part of SCI in Minneapolis, San Antonio and soon to be acquired Syracuse as well as stations acquired from Heritage Media will be part of the new Sinclair sales team.

Barry Baker, CEO-Designate of SCI commented, "as Sinclair has grown in the number of stations it owns and/or programs, we recognize that we live in a time where all of the talent necessary to achieve our national sales goals are no longer concentrated at one parent rep firm. Katz/Seltel demonstrated to us that they have the people and systems in place to provide first rate national sales representation for the multitude of stations our growing company needs to grow our market share."

Jim Beloyianis, President of Katz Television Group Companies said, "We are thrilled to be a part of the Sinclair family. The keys to the Sinclair selling organization are mirrored in our own rep firms. Our universal dedication to achieving the highest possible shares is achieved thru investments in high quality sellers. Sinclair's continued investment in great programs for its stations and great sales management to maximize the value of those shows will be enhanced in the selling teams we are setting up to represent their stations."

Michael Draman, Vice President, Sales and Marketing, and Steve Eisenberg, National Sales Director, both added, "We looked at these stations and viewed the enthusiasm and energy that both Jim Beloyianis and Jack Higgins, President of Seltel, demonstrated for this joint venture and knew it was time to expand our rep horizons. The quality of the sellers will be first caliber on our team, and they clearly will have the tools to win."

Jack Higgins said, "We are anxious to get started. These stations, once spread over 5 different rep firms over different teams will now get the very best concentrated effort we can give in order to enable us to hit their goals on one team."

SCI is the broadcasting division of Sinclair Broadcast Group, Inc. (Nasdaq: SBGI), a diversified broadcasting company that currently owns or programs 37 television stations and 49 radio stations. Upon completion of all pending transactions, Sinclair will own or program 57 television stations in 37 separate markets and 50 radio stations in 11 separate markets. Sinclair's television group will reach approximately 22.4% of U.S. television households and includes ABC, CBS, FOX, NBC, WB and UPN affiliates. Sinclair's radio group is one of the top 10 groups in the United States.

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