

Sinclair's Kerby Confer to Step Down; Confer, Chairman of Radio Division, to Pursue Other Interests

BALTIMORE, April 15 /PRNewswire/ -- Kerby Confer, the Chairman of the Radio Division of Sinclair Broadcast Group, Inc. (Nasdaq: SBGI), has resigned his position to pursue other interests. Mr. Confer will continue his current duties through June 30, 1999, and after that time will continue to work with Sinclair on special projects from time to time.

Kerby Confer said, "Much of my time at Sinclair Radio and its predecessors has been spent building a management team that could take this radio group to the next level in broadcasting. Even with the dramatic consolidation in the industry, we have kept pace and shown that our team can compete with the best of them. With Barry Drake and our team firmly in place, I felt there was no better time to turn my attention to my outside interests and especially to my family. I am very grateful to David Smith for the support he has shown the radio group during my time with Sinclair. I would also like to thank the employees of Sinclair Radio, some of whom have been with me for almost twenty years, for their tireless dedication and service to the division."

David Smith, CEO of Sinclair, commented, "From the time he arrived just three years ago, Kerby and his team have provided a powerful engine of growth, consistently increasing revenues at solid double digit rates and raising the radio margins ten percentage points. His keen industry knowledge has enabled us to make key acquisitions and to maximize their value. While we will clearly miss Kerby and the energy he has imparted on our company, his legacy will survive through the character of Sinclair Radio's executive and station management teams. Kerby is the consummate gentleman, and we look forward to working with him in the future."

Barry Drake, CEO of Sinclair Radio, noted, "I owe Kerby an enormous debt of gratitude for the advice and opportunities he has given me over the course of our 24-year relationship. Kerby and I have built a very competitive radio group with a strong sales emphasis and a solid management team at all levels. Although our employees will miss Kerby a great deal, there is perhaps no better time for this transition to be made. Our recent acquisitions have largely been assimilated and the industry, as well as our stations, are enjoying continued growth. The future of Sinclair Radio is bright and in no small way that is due to the vision and tireless efforts of Kerby Confer."

Mr. Confer founded the predecessor to Sinclair Radio, Keymarket Communications, in 1981. In 1995, Mr. Confer and his partners sold Keymarket for \$145 million to River City Broadcasting, which was acquired a year later by Sinclair.

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that currently owns or programs 57 television stations and 51 radio stations. Upon completion of all pending transactions, Sinclair will own or program 59 television stations in 39 separate markets and 51 radio stations in 10 separate markets. Sinclair's television group will reach approximately 24.4% 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.

SOURCE Sinclair Broadcast Group, Inc.

Web site: <http://www.sbgi.net>

Company News On-Call: <http://www.prnewswire.com/comp/110203.html> or fax, 800-758-5804, ext. 110203

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