

## Sinclair Launches Tests to Determine Viability of Current Digital Television Transmission Standard

BALTIMORE, June 24 /PRNewswire/ -- Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that full power testing of digital television has begun using its Baltimore transmission facilities. The purpose of the testing is to compare the ability of the current designated FCC transmission standard, called 8VSB, against a new technology that has gained wide acceptance around the world, called COFDM. Both systems are being transmitted from Sinclair's 1250-foot tower in Baltimore at equal powers and their reception is being recorded at various places around the city and suburbs. Sinclair has invited a number of broadcasters, industry leaders and government officials to visit the tests and observe the results.

In March, Sinclair engineers performed tests in the Philadelphia market using the signals from the four operating digital stations that were transmitting the FCC 8VSB system. Those tests results raised serious concerns as to the ability of the 8VSB standard to provide service into homes and offices that today use simple indoor antennas. The Philadelphia tests seemed to show that the 8VSB transmission system did not fulfill the promise made to broadcasters that digital television would "replicate" today's coverage.

After studying the possible alternatives, including improvements to the 8VSB system, Sinclair engineers made arrangements to explore the performance of the new COFDM system adopted in Europe, Australia, Singapore and elsewhere, in comparison to the 8VSB system. Mr. Nat Ostroff, Vice President-New Technology for Sinclair said, "Initial results are not only interesting they are compelling. It is unfortunate that COFDM was not fully developed at the time the 8VSB standard was adopted by the Advanced Television Systems Committee (ATSC). We wish to determine if a serious reception problem exists with 8VSB and whether a solution is available to the reception of digital television over-the-air."

The Sinclair tests are scheduled to run through the 11th of July. Results will be published shortly afterward both in print and on the Internet.

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that currently owns or programs 58 television 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.

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

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