

Sinclair Revises Outlook for Remainder of 1999

BALTIMORE, Dec. 17 /PRNewswire/ -- Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) today announced that it has revised its outlook downward for its business for the remainder of 1999. The Company stated that, based on recent quarter to date advertising sales pacing reports, it expects fourth quarter 1999 net broadcast revenue of approximately \$184.0 million and broadcast cash flow of approximately \$91.0 million. The Company expects after tax cash flow per share for the quarter to be approximately \$.38.

"We are seeing advertising market conditions in our markets worsen in December in both national and local advertising across most categories," commented Patrick Talamantes, Chief Financial Officer of Sinclair. "Looking ahead to 2000, we expect to begin realizing the benefits of our plans to increase our sales force, to upgrade our programming and to promote our stations more effectively. We also approach 2000 with a strengthened balance sheet by virtue of our recently completed sale of 41 radio stations to Entercom Communications Corp. for \$700.4 million. We anticipate receiving the remaining \$124.1 million of the Entercom sale proceeds in the first half of 2000."

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that owns or programs 58 television stations in 38 markets and 6 radio stations in one market. Sinclair's television group reaches approximately 24.4% of U.S television households and includes ABC, CBS, FOX, NBC, WB, and UPN affiliates.

Risks Relating to Forward Looking Statements

The matters discussed in this press release include forward-looking statements regarding, among other things, future operating results. In addition, when used in this press release, the words "intends to," "believes," "anticipates," "expects" and similar expressions are intended to identify forward-looking statements. Such statements are subject to a number of risks and uncertainties. Actual results in the future could differ materially and adversely from those described in the forward-looking statements as a result of various important factors, including the impact of changes in national and regional economies, the level of our expenditures in sales, programming and promotion, successful integration of acquired television stations (including achievement of synergies and cost reductions), pricing and demand fluctuations in local and national advertising, volatility in programming costs and other risk factors set forth in the Company's prospectus filed with the Securities and Exchange Commission on April 8, 1998, pursuant to rule 424(b)(5). The Company undertakes no obligation to publicly release the result of any revisions to these forward-looking statements that may be made to reflect any future events or circumstances.

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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