

## Sinclair Announces Management Change

BALTIMORE, Feb. 27 /PRNewswire/ --

Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that Barry Drake, head of Sinclair's Television Division, has resigned his position to pursue other interests. Mr. Drake will continue his current duties through May 31, 2001.

Barry Drake has been the CEO of Sinclair's Television division since June 1999. Prior to that time, Mr. Drake was the CEO and/or COO of Sinclair's Radio division from May 1996 through June 1999.

"Barry's radio background and work ethic enabled him to help us lead our station group toward a renewed focus on local advertising markets, improved programming and promotion, and better operating systems. We will continue to operate under those strategies," commented David Smith, CEO of Sinclair Broadcast Group. "Barry was also a major part of the value that we realized last year when Sinclair sold its radio division for \$1.045 billion."

"Sinclair Broadcast Group is now set on a course toward expanding revenue opportunities with local advertisers," said Drake. "As a result, Sinclair has expanded its local revenue market share, excluding political revenue, in every quarter of fiscal year 2000. It is with that record of achievement that I now seek new challenges in my professional life."

The Company announced that it would immediately undergo a search for a successor to Mr. Drake.

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that currently owns and operates, or programs, 62 television stations in 40 markets. Sinclair's television group reaches approximately 25.0% of all U.S. television households and includes ABC, CBS, FOX, NBC, WB and UPN affiliates. Sinclair, through its wholly-owned subsidiary, Sinclair Ventures, owns equity interests in Internet-related companies including G1440, an Internet development and integration company; VisionAIR, a wireless data applications developer; and Synergy Brands, Inc. Sinclair has a strategic alliance with Acrodyne Communications, Inc., a manufacturer of transmitters and other television broadcast equipment. For more information, please visit our website at [www.sbgi.net](http://www.sbgi.net).

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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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