



## PRESS RELEASES

### SBG Names Bill Ross GM in Dayton

BALTIMORE (August 14, 2003) - Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that William C. Ross has been named General Manager for WKEF-TV (NBC 22) in Dayton, Ohio. Mr. Ross will also be responsible for oversight of WRGT-TV (FOX 45), which is programmed by Sinclair under a time brokerage agreement. The announcement was made by David Smith, President and CEO of Sinclair.

In making the announcement, Mr. Smith said, "Bill brings extensive media experience to the Dayton stations that, when coupled with his managerial and leadership skills, will have a crucial effect in achieving the stations' goals."

Commenting on his appointment, Mr. Ross stated, "I am thrilled to have the opportunity to join WKEF and WRGT, stations with tremendous potential, solid programming and a dedicated staff. I am equally excited to join the Sinclair family, known throughout the industry as being on the cutting edge of technology and industry issues and focused on serving their local markets. This is a great opportunity and, I look forward to expanding upon WKEF's and WRGT's historic performance to further meet the needs of the Dayton community."

Mr. Ross has 25 years of media experience. Most recently, he served as Vice President/General Manager of four television stations for East Texas Television Corporation of America. Prior to that, he served as Vice President/General Manager of KWGN-TV and WGNO-TV. In addition to his television management background, Mr. Ross served as President/General Manager of the Denver News, has 10 years of television sales experience, having served in sales manager roles and as a media buyer. In addition, Mr. Ross co-authored, "Make It So: Leadership Lessons from Star Trek the Next Generation," a best selling book on leadership skills. Mr. Ross received his Bachelor of Science degree in Business Administration from Bryant College and a certificate in Management from the Harvard Business School. Mr. Ross sits on the Board of Directors for the Easter Seals Society.

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, owns and operates, programs or provides sales services to 62 television stations in 39 markets. Sinclair's television group includes FOX, WB, ABC, CBS, NBC, and UPN affiliates and reaches approximately 24% of all U.S. television households. For more information, please visit Sinclair's website at [www.sbgi.net](http://www.sbgi.net).

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