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## PRESS RELEASES

### SBG Comments on Media Ownership Rules

BALTIMORE (June 29, 2004) - Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) commented today on the recently issued opinion by the U.S. Court of Appeals for the Third Circuit in Philadelphia regarding the court case involving the media ownership rules released by the Federal Communications Commission ("FCC") in 2003.

One aspect of the Third Circuit's opinion which we question is its right to order the FCC to continue to apply the 8-voices duopoly test. In prior litigation brought by Sinclair, the D.C. Circuit Court of Appeals remanded the 8-voices test to the FCC and ordered the agency to either justify or eliminate the rule. The FCC responded, stating and explicitly concluding that the 8-voices test could not be justified, that "it is not necessary in the public interest to promote competition," and that "retaining the current rule does not promote, and may even hinder, program diversity and localism." Given the FCC's conclusions, the Third Circuit's order appears to be in direct contravention of the D.C. Circuit's opinion. We are currently considering our options regarding invalidating this rule, consistent with the D.C. Circuit's holding.

Although Sinclair does not agree with all aspects of the Third Circuit's decision, we are pleased with the Court's recognition that strict numerical rules determining when triopolies, as opposed to duopolies, would be allowed were not adequately supported. The Court appeared to agree with arguments we made during the proceeding suggesting that the strict numerical tests create irrational barriers to station combinations by ignoring market specific factors regarding individual television station and other media.

We also agree with the Court's conclusion that the process for seeking waivers from the restriction on owning more than one of the top-four stations in a market is available in all markets regardless of the number of stations in a market. While we disagree with the Third Circuit's upholding of the top-four restriction, we are optimistic that the waiver process will be administered by the FCC in a reasonable and fair manner.

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, will own and operate, program or provide sales services to 62 television stations in 39 markets, after pending transactions. Sinclair's television group includes FOX, WB, ABC, CBS, NBC, and UPN affiliates and reaches approximately 23.9% 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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