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PRESS RELEASES

WNYO-TV in Buffalo Launches 10pm News

BALTIMORE (August 16, 2004) - Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that its WB affiliate, WNYO-TV (WB49) in Buffalo, New York, will launch a 10pm local newscast tonight. The newscast, which will air Monday through Sunday from 10pm to 11pm, intends to serve the growing information needs of Buffalo's younger adult viewers.

WB49 has added approximately 20 employees to produce the local portion of the news, with Sinclair's News Central supporting the station by providing national news, national sports and weather content for the newscast. The Buffalo station is now upgraded to house the news facility and added staff.

"We are excited to provide the market another choice for the 10pm news," stated Don Moran, General Manager of WNYO-TV. "It's been approximately 40 years since a local TV station has launched a news operation in Buffalo. WB49's newscast promises to be fast paced, appealing to a younger demographic than the current local newscasts in the Buffalo market. And, by using the News Central format, our local news staff will be able to concentrate exclusively on local stories that affect our community."

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.sbg.net.

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