



PRESS RELEASES

PSAs Raise Free Over The Air HDTV Awareness

BALTIMORE, MD (August 26, 2004) -- In an effort to educate consumers and retailers, Sinclair Broadcast Group's (Nasdaq: SBGI) TV stations will begin airing the first of a series of Public Service Announcements (PSA) that promote free over-the-air High Definition Television (HDTV). The PSAs are being made available to other TV broadcasters in an effort to foster wide-spread public awareness.

"We believe that the public is largely uninformed about the availability of free HDTV programming from their local TV stations," says Nat Ostroff, Vice President for New Technology at Sinclair. "Sinclair wants to raise awareness among consumers and retailers that they don't need expensive cable or satellite hookups to watch the Super Bowl, World Series, or the latest network drama or comedy in HDTV."

The PSA campaign entitled, "Free HDTV.Honest Answers," is being undertaken to fully educate the public who are unaware of the value and availability of "Free HDTV." The campaign coincides with the upcoming release of fifth generation digital receivers that provide HDTV reception using simple indoor antennas with no need for cable or satellite connections.

The PSAs will begin airing this September in Sinclair TV markets where an HDTV signal is available and as the new fall network prime-time television season begins.

The content of the PSAs are station-neutral and can be easily branded by any broadcaster. They are available in 10, 20 and 30-second versions for maximum usage. The PSAs refer viewers to www.myfreehdtv.org for important, non-commercial consumer information on how to receive free HDTV.

Television stations requesting broadcast quality copies for their use are encouraged to contact Cam Smart of Sinclair at 410-568-1500.

About Sinclair

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, currently owns and operates, programs or provides sales services to 62 television stations in 39 markets. Sinclair's television group reaches approximately 24% of U.S. television households and includes ABC, CBS, FOX, NBC, WB, and UPN affiliates.

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