



PRESS RELEASES

Lawhead Named GM at WSTR

BALTIMORE (September 2, 2004) - Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that Jon Lawhead has been named General Manager for WSTR-TV (WB 64) in Cincinnati, Ohio. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair's television group.

In making the announcement, Mr. Marks said, "We are pleased to have Jon join Sinclair and lead WSTR and welcome him back to Cincinnati. Jon has considerable experience in managing television stations, as well as managing sales teams. We look forward to bringing his leadership skills and market relationships to WSTR."

"I am excited about the opportunity to return to the community where I have spent so many years and where my family and friends reside," commented Mr. Lawhead. "I look forward to re-enforcing our existing relationships and forging new ones with Cincinnati's viewers and businesses."

Mr. Lawhead most recently served as President/General Manager of WTVH-TV in Syracuse, NY. From 1990 to 2002, he was Vice President/General Manager of WXIX-TV in Cincinnati and served as Vice Chairman of the FOX affiliate board. Prior to that and from 1980, Mr. Lawhead held various sales and sales management positions. Mr. Lawhead received his Bachelor of Science degree in Communications from Ohio Northern University.

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.

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