

NEWS RELEASE

MICHAEL EISNER'S TORNANTE COMPANY AND SINCLAIR BROADCAST GROUP FORM JOINT VENTURE TO DEVELOP, PRODUCE AND DISTRIBUTE ORIGINAL FIRST-RUN SYNDICATED PROGRAMMING

BALTIMORE, MD and LOS ANGELES, CA (June 29, 2015) – The Tornante Company and Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) today announced the formation of a joint venture that will acquire, create, develop, produce and distribute first-run syndicated television programming. The new venture, Tornante-Sinclair LLC, which will be owned 50% by The Tornante Company and 50% by Sinclair Television Group, Inc., a wholly-owned subsidiary of Sinclair Broadcast Group, Inc., will immediately begin development on a wide range of first-run syndication television programming that will bring a unique take to talk shows, game shows, and court shows as well as comedy. With creative development overseen by Tornante Television, Sinclair's extensive distribution platform offers a significant launch pad for programming owned by the new company.

"We are thrilled to launch this new joint venture with Sinclair Broadcast Group, with whom we have been working as a licensee of *Judge Faith* for over a year now," said Michael Eisner, owner of The Tornante Company. "When we met with David Smith, Steve Pruett, and team it was immediately clear that they had a vision for the future of broadcasting and our intent is to pair our expertise in developing content with their distribution capabilities to create tremendous new opportunities for both parties."

"Michael Eisner's impact on the television industry is legendary – having brought us many of our nation's most treasured programs for over four decades and counting," said David Smith, President and CEO of Sinclair Broadcast Group, Inc. "We are excited to further leverage and expand our exceptionally vast and diversified portfolio at Sinclair in partnership with The Tornante Company to further secure our position as a leader in the television business and deliver new high-quality programming to our viewers."

Tornante Television is a leading independent company wholly-owned by Eisner's Tornante Company. The company has launched critically acclaimed adult animation comedy *BoJack Horseman* on Netflix and *Judge Faith* in syndication in partnership with Trifecta Entertainment and Media. *Judge Faith* is licensed by Sinclair for syndication in over 35 markets and has been commissioned for a second season, which is set to debut in September. *BoJack Horseman's* second season on Netflix premieres next month.

Tornante-Sinclair LLC, which will be developing projects for the 2016 broadcast season, will be based in Los Angeles with a new development team that will work in tandem with Tornante's Co-President, Lauren Corrao.

About The Tornante Company

Founded in 2005 by Michael Eisner, The Tornante Company (www.tornante.com) is a privately held company that invests in, acquires, and operates companies in media and entertainment. Tornante's companies include The Topps Company, Inc., Tornante Television, Clique Media, Task Rabbit, Omaze, and AirTime.

About Sinclair Broadcast Group, Inc.

Sinclair Broadcast Group, Inc. is the largest and one of the most diversified television broadcasting companies in the country with 162 television stations, airing 376 channels in 79

markets, and with affiliations with all the major networks. The Company regularly uses its website as a key source of Company information which can be accessed at www.sbgj.net.

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