

NEWS RELEASE:

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SINCLAIR NAMES BILL BRADLEY GENERAL MANAGER IN HARRISBURG, PA

Harrisburg-Lancaster-Lebanon-York, PA (July 7, 2015) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that Bill Bradley has been named General Manager of WHP-TV (CBS) in the Harrisburg-Lancaster-Lebanon-York, PA market. Mr. Bradley will also be responsible for the oversight of WLYH-TV (CW), which is programmed by Sinclair under a time brokerage agreement. The announcement was made by Steve Marks, Co-Chief Operating Officer of Sinclair’s television group.

In making the announcement, Mr. Marks said, “We are excited to welcome Bill to the team at WHP-TV and WLYH-TV where his successful leadership skills, broadcast and cable industry experience, and extensive sales and management experience will be an asset to these stations where he can continue his proven track record of growing market share and increasing revenues.”

“I look forward to working with the talented team of professionals in Harrisburg,” commented Mr. Bradley. “Our collective goal will be to enhance the stations’ relationships with our viewers, our clients and the communities we serve through our on air products and our extensive array of digital and mobile capabilities.”

Mr. Bradley most recently served as Director of Sales at Sinclair’s WWMT-TV (CW) in Grand Rapids/Kalamazoo, MI since 2008. From 2004 to 2007, he was the Director of Sales at Comcast Spotlight in Grand Rapids, MI. Prior to that and from 2003, he was an Account Director at OTT Communication in Louisville, KY. From 2000 to 2002, Mr. Bradley was the Vice President and General Manager at WBKI-TV (CW) in Louisville, KY and from 1997 to 2000 he was the Director of Sales for WMAR-TV (ABC) in Baltimore, MD. He has also held other sales and management positions including Director of Sales for WCCO-TV (CBS) in Minneapolis, MN and Local Sales Manager and National Sales Manager for WGN-TV in Chicago, IL. Mr. Bradley received a Bachelor’s Degree in Business Administration from St. Thomas University in St. Paul, MN and completed an Executive Program focusing in Negotiation from Harvard University in Boston, MA.

Sinclair Broadcast Group, Inc. is the largest and one of the most diversified television broadcasting companies 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.sbgi.net.

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