

News Release

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SINCLAIR BROADCAST GROUP ANNOUNCES CONSOLIDATION OF ALL TELEVISION PROGRAMMING FUNCTIONS, AND PROMOTION AND PUBLICITY REORGANIZATION

BALTIMORE (October 12, 2015) – The responsibilities and opportunities that Sinclair Broadcast Group, Inc. (“Sinclair” or the “Company”) (Nasdaq: SBGI) is experiencing through its growth, necessitates the need to make changes in its program and promotion strategies. The Company is pleased to announce that Arthur Hasson has been appointed to COO, Sinclair Programming. All programming functions will be transferred to Mr. Hasson effective immediately. The Company is pleased to also announce that M. William Butler has been appointed to Senior Vice President of Promotion and Corporate Marketing, effective immediately. He was most recently the Vice President of Programming and Promotion.

Mr. Hasson will report to the Co-COOs of Sinclair Television Group, with Tammy Dupuy and David Howitt, VPs of Programming, reporting to Mr. Hasson.

“I am excited by the possibilities our rapid growth has given us,” stated Mr. Hasson. “Sinclair is a company that has always looked forward and anticipated the direction it wanted to grow. I look forward to continuing that tradition. Our significant scale and reach on all screens is a major advantage in program development and planning; one that yields real benefits to our audience and shareholders.”

“Bill will expand our efforts to focus and amplify the marketing of Sinclair Broadcast Group to the industry, expanding news efforts and our public agency constituencies,” stated David Amy, EVP & COO of Sinclair Broadcast Group, to whom Mr. Butler will report. In addition, he will continue the management and implementation of station audience promotion and advertising for which he will report to the Co-COOs of Sinclair Television Group.

Mr. Hasson joined Sinclair in November 2012 and most recently was COO of Sinclair Original Programming and has been in charge of new program development for Sinclair stations. Prior to that, he served as General Manager of Sinclair’s CBS and MyNet affiliates in Harrisburg, Pennsylvania and had oversight for WLYH (CW) in that same market pursuant to a local marketing agreement since 2012.

Mr. Butler joined Sinclair in February 1997 as Vice President of Programming with supervision of Promotion added in 1999. During Mr. Butler’s over eighteen years of service, he has been responsible for negotiating and programming Sinclair’s stations.